#### SAFETY COMMISSION AGENDA STATEMENT

Item 4 Meeting Date 5/06/15

ITEM TITLE:

Resolution of the Safety Commission of the City of Chula Vista

Recommending Adoption of the Main Street Streetscape Master Plan by

City Council

SUBMITTED BY:

Patricia Ferman, Project Manager Frank Rivera, Principal Civil Engineer

On April 6, 2012, SANDAG issued a Call for Projects from local jurisdictions in San Diego County wishing to apply for the Active Transportation Funding (AT Funding) for use on planning projects meeting certain criteria. The City of Chula Vista successfully applied for AT Funding for the preparation of the Main Street Streetscape Master Plan (Plan) and received a notice to proceed from SANDAG on March 28, 2013.

The goal of the Project is to develop a Streetscape Master Plan for a "Complete Street": A balanced, connected, safe, and convenient transportation network designed to serve all users, regardless of their age or ability, that will also provide multi-modal access (via walking, biking, and transit) to nearby recreational activities and facilities, such as, the Otay Valley Regional Park, Schools, Parks, South Library, and Otay Recreation Center.

During the last couple of years, our team has been working on developing the Main Street Streetscape Master Plan. At this point, we have completed the Master Plan and the team is in the process of finalizing the document to present it to Council for approval in May 2015.

#### **RECOMMENDATION:**

Safety Commission accepts staff report and recommends approval of the Main Street Streetscape Master Plan by City Council.

#### **DISCUSSION:**

#### **Project Location**

The Project is located in the southwest area of the City of Chula Vista and extends along an approximately three mile corridor of Main Street between Industrial Boulevard and Interstate 805 and connects north and south along neighboring streets including Broadway, Fourth Avenue, Third Avenue, Albany Avenue, Mace Street, and other streets connecting to nearby recreational activities and facilities (see Attachment 1).

The Chula Vista 2005 General Plan designates the Main Street District as one of the five "areas of change." While Main Street is considered an Industrial corridor it is located in an area that contains residential, commercial and institutional uses, making it a complicated mixture of uses that create friction and conflict between pedestrians, bicyclists, automobiles and trucks.

#### **Existing Conditions**

The Main Street corridor is a four-lane road with turn pockets at intersections and two-way left turn lanes in the center of the road. Sections of the street do not have curbs, gutters and sidewalks. The road width varies between 79 and 104 feet and traffic volumes are 20,000 to 30,000 ADTs (Average Daily Trips). The ADTs are fairly significant with peak hour rates resulting in some congestion. A significant portion of the trips are through trips, not destined for housing origins or destinations found on the corridor. This may indicate that the route is being used as a short-cut between freeway segments when these freeways are congested or as a route that allows for faster urban travel with limited edge friction (elements along the roadway that slow down traffic) and signalization. Current posted speed limit is 40 mph and the Master Plan has been designed for a 35 mph corridor.

The Main Street collision data shows the number of bicycle, pedestrian and vehicular related collisions collected between 2002 and 2010 from the California Statewide Integrated Traffic Records System (SWITRs). The data shows that there were a total of 21 vehicle collisions involving pedestrians, of particular concern are the 4 pedestrian fatalities potentially related to the lack of designated or controlled crossing points. Also, data shows a total of 612 vehicular collisions including 10 fatalities; a substantial number of vehicular collisions are left-turning yield violations into oncoming traffic. In addition, data shows 13 vehicular collisions involving bicyclists all resulting in injuries. There are no bicycle collisions that involved pedestrians.

#### The Streetscape Master Plan

City Staff initiated work on the Project by conducting community workshops to gather input from the area's stakeholders and to develop a needs assessment to guide the design of the Master Plan. Residents, property and business owners within a 100-foot buffer were invited to participate in four community workshops held at the Otay Recreation Center and at the Orange Library. In addition, a questionnaire was mailed to obtain input from residents, and flyers were posted at the Orange Library, the Otay Recreation Center, and businesses adjacent to Main Street.

The Project and supporting documents establish the vision, goals, and objectives for Main Street and establishes a street theme and identity by creating focal points, pedestrian connections, integrating the various land uses, incorporating streetscape design elements and providing multimodal access (via walking, biking, and transit) to nearby recreational activities and facilities.

#### • Pedestrian Improvements

The existing pedestrian circulation system on Main Street lacks a well-connected network of pedestrian facilities and tends to discourage walking. For example, Main Street lacks marked crosswalks making it very unsafe for pedestrians crossing the street. During community workshops, the community ranked the addition of marked crosswalks as one of the top priorities to make their experience safer. The Master Plan proposes approximately 53 enhanced crosswalks at 18 intersections with ADA ramps.

Key streetscape measures included in the Master Plan that design the street with pedestrians in mind are continuous sidewalks, segmented raised medians to create pedestrian refuges while maintaining the two-way left turn lanes in the center of the road. Segmented parkways with street trees and drought tolerant planting are proposed to create a buffer between vehicle traffic and pedestrians and to provide shade.

Main Street lacks bus shelters, and bike racks at several bus stops making it very unpleasant for pedestrians using public transportation. The inclusion of better bus stop placement with updated street furniture add to the attractiveness and ambiance of the Main Street corridor.

#### • Bikeway Improvements

The City's existing Bicycle Master Plan envisions the creation of a citywide bike network in the next 20 years, and designates Main Street as a class II bike route. In response to the Bicycle Master Plan, the Main Street Master Plan includes a class II bike lane system with green pavement and buffers to help connect Main Street to the Regional bicycle network.

In addition, the project proposes to install bike racks at bus stops. The Main Street corridor links the Bayshore bikeway west of I-5, which is a 20 mile class I facility around San Diego Bay, to the class II bikelanes east of I-805 providing connectivity to and from the east Otay Mesa Area and eastern territories of Chula Vista.

#### • Travel Lanes Improvements

The recommended plan shows tree-planted segmented medians at some locations while maintaining the two-way left turn lanes in the center of the road. The plan also shows the reduction of lane widths to 11'. The Plan also features smoothing out the existing rights-of-ways by removing the jagged edge effect that had been created by various existing ROW conditions.

The Plan identifies lands beyond the current property line or ROW limits that would need to be acquired at fair-market value or dedicated by property owners in order to meet the desired street improvements.

The Plan establishes continuity along the whole alignment by using continuous sidewalks, parkways and street trees to create a safer environment for ingress and egress into existing driveways. The new curb line, which varies along the corridor, sets a more consistent edge and prevents abrupt stop and start travel lanes and street end barriers that currently exist. Planted parkway strips with trees (or trees in grates) create lengthy walkable environments, along with the option for on-street parking.

The traffic studies supported the inclusion of additional traffic signals at several intersections.

#### • Way-finding Program

Main Street has minimal directional signage to key destinations, such as institutions and Otay Valley Regional Park. The project proposes a comprehensive way-finding sign program to establish an inviting atmosphere, enhance mobility, ease circulation for all modes, and improve exposure for local businesses and destinations.

#### • District Design Concepts

The Plan also includes three District Design Concepts developed to establish a street theme and identity.

The first theme is the Sea Garden District, and was inspired by the Main Street connection to the San Diego Bay National Wildlife Refuge accessible through the Otay River Valley system of trails. Some of the selected site features and elements that occur within the Sea Garden District would include icons of sea life flora and fauna.

The second theme is the Agricultural/Rancho District inspired by Chula Vista's 'Orchard Period.' Utilizing this design theme, site features and components would occur at selected intersections (or gateways) and would include icons of agricultural referenced elements, such as, citrus blossoms, celery, lemons, oranges, and strawberries.

The third theme is the River District inspired by the project's area connection to the Otay Regional Park and Otay River. Selected site features and components that occur at intersections would include icons of river flora and fauna, cobblestones, and trail way-finding information.

#### Conclusion

The Main Street Streetscape Master Plan proposes improvements needed to provide a more complete circulation system for pedestrians, bicyclists, and automobile traffic. They are intended to address and resolve some of the conflicts among users and provide a balanced and complete street.

The Plan presents a balanced transportation system that improves pedestrian safety, alerts drivers to share the road with bicyclists, connects Main Street to the Regional bicycle network, and improves exposure for local businesses and destinations through the comprehensive way-finding program.

The Plan shows that all mobility modes have been accommodated in this complete streets plan, and the ultimate implementation of the plan will take many years to be constructed over many phases of construction. With the adoption of this Plan, the City would be able to apply for and obtain grant funding for the recommended improvements.

#### **FISCAL IMPACT:**

Adoption of this report will not have any direct fiscal impact. The report may have a positive indirect fiscal impact by enabling the City to apply for and obtain grant funding for the recommended improvements.

#### Attachments:

- 1. Project Location (map)
- 2. Draft Main Street Master Plan

Prepared by: Patricia Ferman, Landscape Architect and Project Manager, Development Services Department

#### RESOLUTION NO. SC - 2015-

RESOLUTION OF THE SAFETY COMMISSION OF THE CITY OF CHULA VISTA RECOMMENDING ADOPTION OF THE MAIN STREET STREETSCAPE MASTER PLAN BY CITY COUNCIL

WHEREAS, on April 6, 2012, SANDAG issued a Call for Projects from local jurisdictions in San Diego County wishing to apply for the Active Transportation Funding (AT Funding) for use on planning projects meeting certain criteria. The City of Chula Vista successfully applied for AT Funding for the preparation of the Main Street Streetscape Master Plan (Plan) and received a notice to proceed from SANDAG on March 28, 2013; and

WHEREAS, the goal of the Project is to develop a Streetscape Master Plan for a "Complete Street": A balanced, connected, safe, and convenient transportation network designed to serve all users, regardless of their age or ability, that will also provide multi-modal access (via walking, biking, and transit) to nearby recreational activities and facilities, such as, the Otay Valley Regional Park, Schools, Parks, South Library, and Otay Recreation Center; and,

WHEREAS, the City and Design Team City initiated work on the Project by conducting community workshops to gather input from the area's stakeholders and to develop a needs assessment to guide the design of the Master Plan. Residents, property and business owners within a 100-foot buffer were invited to participate in four community workshops held at the Otay Recreation Center and at the Orange Library. In addition, a questionnaire was mailed to obtain input from residents, and flyers were posted at the Orange Library, the Otay Recreation Center, and businesses adjacent to Main Street; and,

WHEREAS, the Plan has been completed and is being presented to the Safety Commission for discussion prior to presentation and adoption by the Chula Vista City Council.

NOW, THEREFORE, BE IT RESOLVED that the Safety Commission of the City of Chula Vista does hereby accept the staff report and recommends adoption of the Main Street Streetscape Master Plan by City Council.

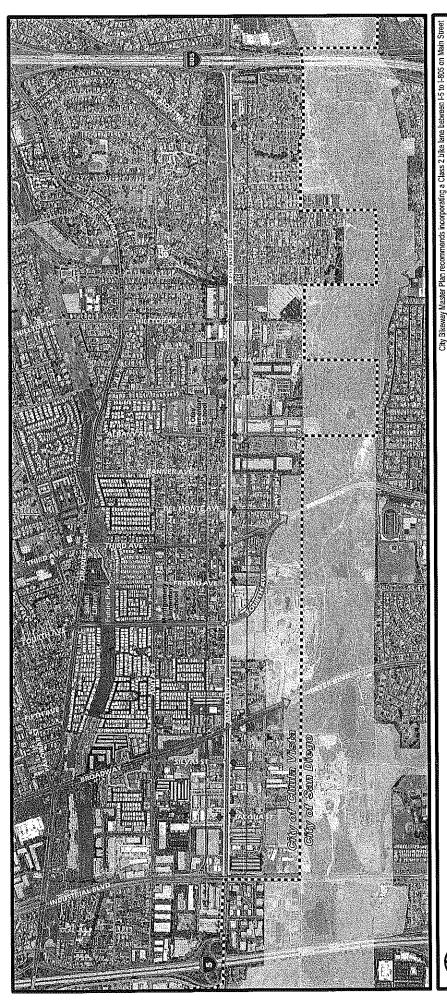
PASSED, APPROVED, and ADOPTED by the Safety Commission of the City of Chula Vista, California, this 6th day of May 2015, by the following vote:

AYES:

NAYS:

Commissioners: Commissioners:

ABSENT: Commissioners:		
ATTEST:	Chair	
Florence Picardal, Secretary		



Main Street Master Plan Project Location & Facilities Location

Eastbound Bus Stops
Westbound Bus Stops

Otay Valley Regional Park

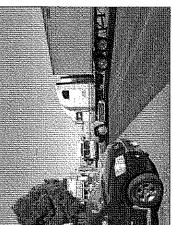
Project Study Boundary Project Location --- City Boundary

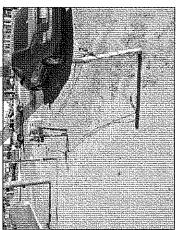


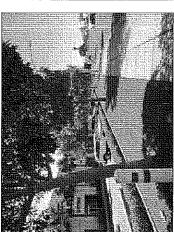
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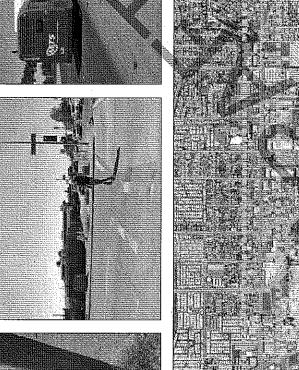
Final Submittal : April 2015

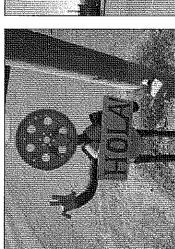


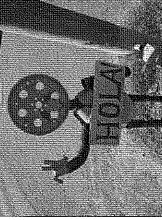














Patricia Fermán

David Allan Taylor Jr.

Miguel Tapia

Frank Rivera

Tom Adler



Kurt Carlson

Mike Singleton

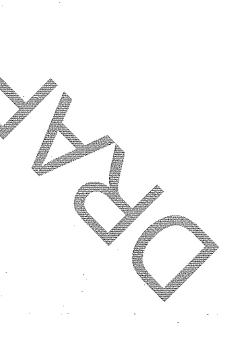
John Taylor

Tim Henderson

Michael J. Johnston

Mart Wilkins

Joe Punsalan



## Executive Summary:

# FINAL ROADWAY PLAN

## ES.1 Final Progress Meeting

At Progress Meeting #3 the design team presented refined concepts, themes, and plans for public review and comment. Based on input received from Progress Meeting #3 the design team then moved forward incorporating those comments to achieve a final design vision.

With the design vision in place, Linscott, Law, & Greenspan Engineers (LLG) were brought into the process to meet with the City and review the Conceptual plans. LLG made a review of the design plans for the purpose of preparing a Transportation Engineering Study of the various intersections/segments of the Main Street Corridor.

In Progress Meeting #4, a public workshop was held to present the Transportation Engineering Study findings and recommendations to the Community. Exhibits prepared and presented to the community included the Conceptual Plan Layout for all recommended improvements, and the tabulated results of intersections and segment evaluations. The purpose of the meeting was to ensure that the ideas and priorities of the community for the district would be included in the Streetscape Plan.

Based on community input, the Master Plan was adjusted and refined to reflect suggested LLG changes, which were then reviewed with the City. As the Master Plan was revised, further adjustments were made to adjust and refine the cross-sections, sketches, simulations, and 3D model.

### ES.2 Final Roadway Plan

The adjustments and refinements to the plan preserved the full range of multi-modal uses of the roadway and applied them as a single concept for the entire 3-mile length of roadway (see Figure E.S. I: Final Roadway Plan, Concept "D"). The recommended plan shows tree-planted street medians, road diets (the reduction of lane widths), protected pedestrian crossings, and striped bicycle facilities. The Final Roadway Plan also features smoothing out the existing rights-of-ways by removing the jagged edge effect that had been created by various existing ROW conditions.

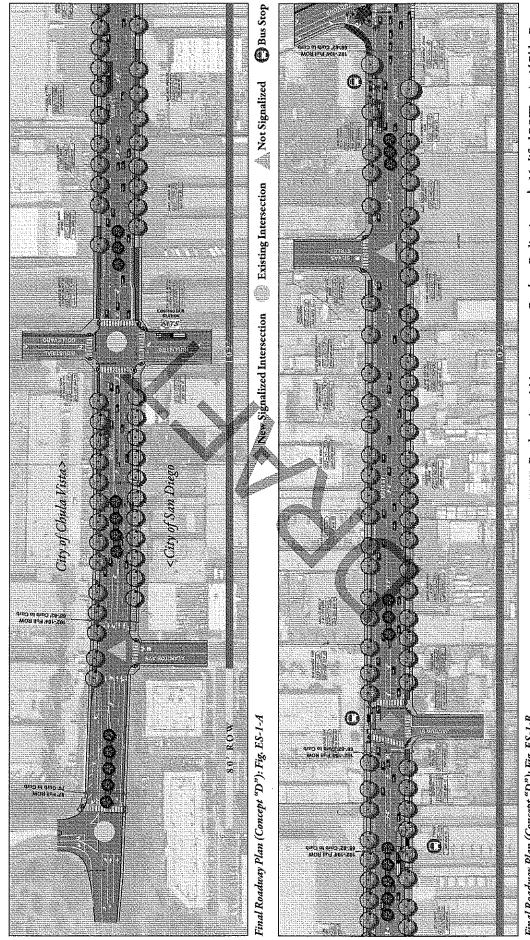
The Plan also identifies lands (in purple) beyond the current property line or ROW limits that are not normally required unless the soft accent property Owner wishes to have on-street parking and wishes to dedicate lands for this purpose in line ited instances, the shows ROW area (in Orange) that would need to be acquired at varianteet value in order to profer the desired street improvements do not thelude on street parking. The plan also indicates that if on street parking is desired by the adjacent property owner, dedication at no cost would be required.

The Final Roadway Plan establishes continuity along the whole alignment by using continuous sidewalks, parkways and street trees to create a safer environment for ingress and egress into existing driveways. The new curb line, which varies along the corridor, sets a more consistent edge and prevents abrupt stop and start travel lanes and street

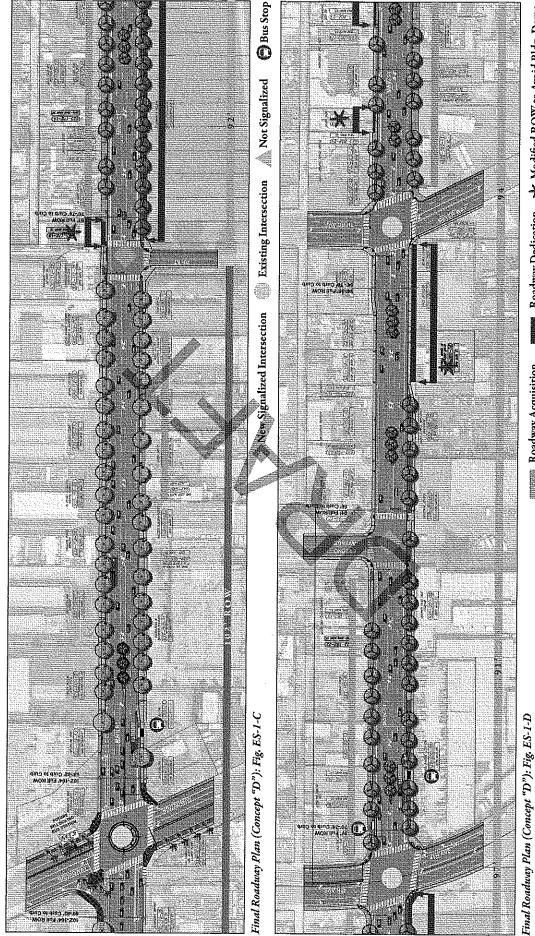
end barriers that currently exist. Planted parkway strips with trees (or trees in grates) create lengthy walkable environments, along with the option for on-street parking not.

Final community input was not favorable to-wards the mclusten of vehicular Round-a-bouts, and raffic analysis dienot support a solution that might be acceptable to the community. In the Final Roadway plan, Round-a-bout traffic circles has been eliminated. However, it should be noted that the additional traffic studies supported the inclusion of other significant traffic control components, such as enhanced crosswalks, and hawk pedestran signals.

The plans show that all mobility modes have been accommodated in this complete streets plan. Figures ES-2 thru ES-6 show isometric plan views and roadway cross-sections with typical dimensions of lanes and uses.



Final Roadway Plan (Concept "D"); Fig. ES-1-B

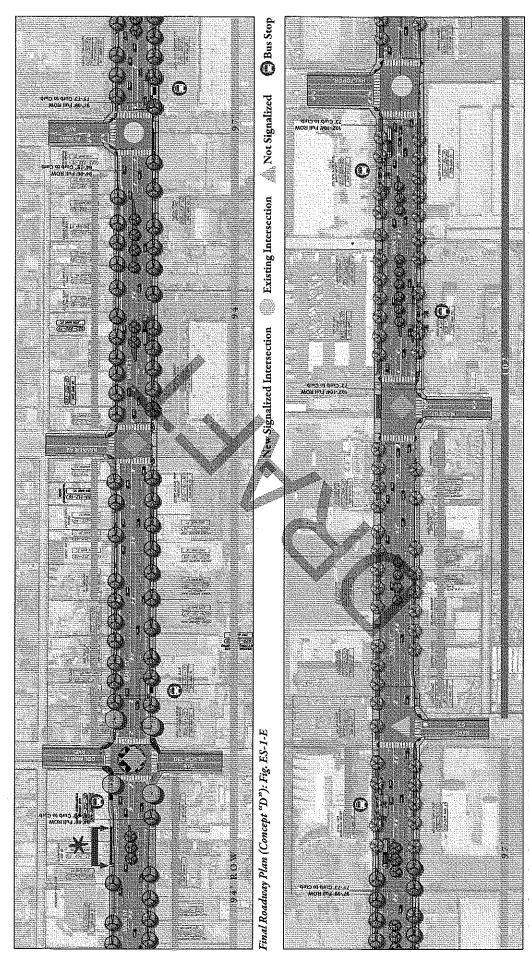


Roadway Acquisition

Roadway Dedication

Modified ROW to Avoid Bldg. Demo (Long term will require demolition)

Modified ROW to Avoid Bldg. Demo

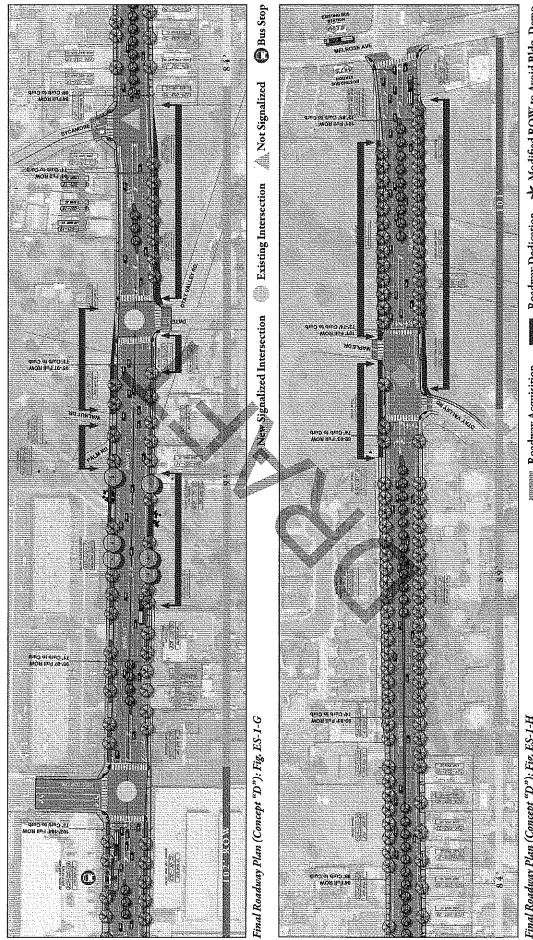


Chille Visia Main Siree: Master plan

Final Roadway Plan (Concept "D"); Fig. ES-I-F

Roadway Acquisition

Roadway Dedication



Final Roadway Plan (Concept "D"): Fig. ES-1-H

Manna Roadway Acquisition

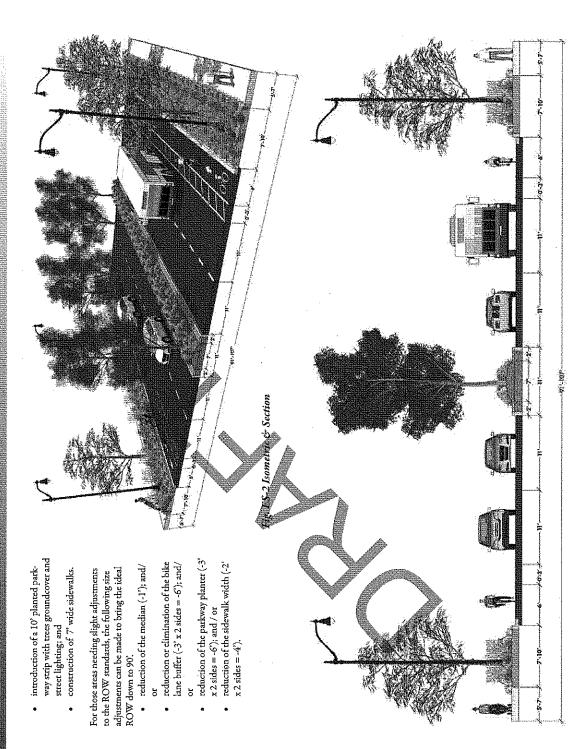
# ES.3.1 Maximum / Ideal R.O.W. (107') with flexible minimum (90') Section

However, this median is not continuous along the entire This cross section has been developed for use in all areas eral, all commercial driveways have been accommodated corridor. It will be interrupted by left turn pockets that of the corridor, unless portions of the corridor have oballow for uncontrolled left turns into driveways. In genless in street frontage) will not be accommodated in all special left turn pockets to allow access from the oppostructions or are fully developed with some newer site improvements located along the ROW line. The cross intersection where a simple U-turn will allow for short Older and very small lot commercial properties (50' or section shown includes a full median in the roadway. out of direction left movements into these driveways. cases. In addition, residential driveways will not have with left turns except those that are very close to an site side of the roadway.

The proposed 107' cross section will include the following improvements:

- inprovements.

  addition of a 11' planted raised median; and
- addition of raised medians leading up to intersections, which help to define the fet turn pocket and provide safer pedestrian crossings through the inclusion of a media refuge where a portion of the crosswalk is protected by a raised median cap that extends on the intersection side of the walkway; and
  - accommodation of a two-way left turn lane in the center of the roadway allowing vehicles to turn into adjacent properties (a raised median would not extend across these areas); and
    - reduction of travel lane widths to 11; and inclusion of a striped bike lane with 6' from
      - inclusion of a striped bike lane with 6
        curb face to painted lane; and
- inclusion of a 3 striped buffer either on the vehicular side of the bike lane (for additional protection through offsetting of bikes from vehicles) or on the side next to parked vehicles (for additional offset from opening of ear doors); and



Executive Summary

# ES.3.2 Typical Intersection to Accommodate the Ideal Cross Section (83' - 99')

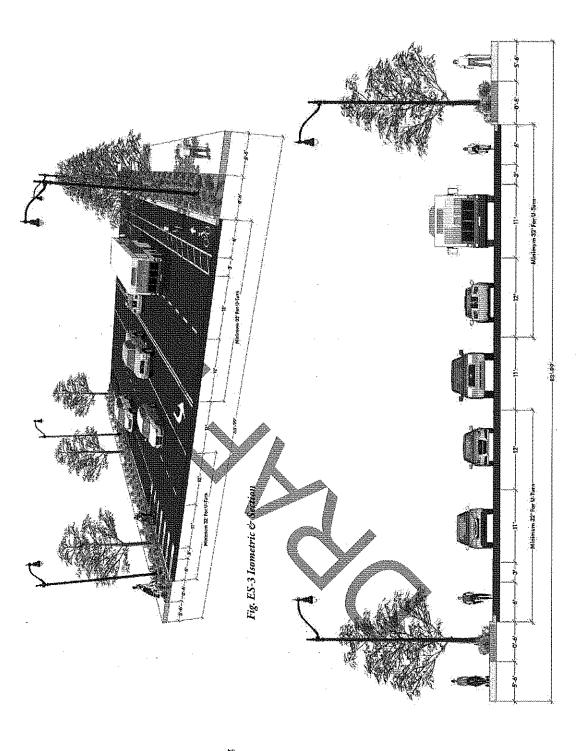
This cross section will be used when the ideal ROW (90°-107") approaches an intersection. In order to accommodate larger vehicle and truck traffic "U" turns, a minimum of 32' is needed from the inside edge of the centerline striping to the curb face. On the intersection entering side of the street, special conflict zone green lense will be used. They will be dashed to indicate that the vehicle can cross this lane, but should be aware of bicycles using the bike lane. Where more width is available, a raised median defining the edge of the left turn pocket should be considered.

The proposed 99' cross section will include the following improvements:

- inclusion of a 10' median to separate oncoming traffic; and
  - reduction of travel lane widths to 11'; and
- inclusion of a striped bike lane with 6' from curb face to painted lane; and
- inclusion of a 2' striped buffer on the vehicular side of the bike lane (for additional protection through offsetting of bikes from vehicles); and introduction of a 10' planted parkway strip with trees groundcover and street lighting; and
  - with trees groundcover and street in construction of 7' wide sidewalks.

For those areas needing slight adjustments to the ROW standards, the following size adjustments can be made to bring the ideal ROW down to 83:

- reduction of the bike lane buffer  $(-1^2 \times 2 \text{ sides } = -2^2)$ ; and/or
- reduction of the parkway planter (-6' x 2 sides = -12'); and / or
  - reduction of the sidewalk width (-1' x 2 sides = -2').



# ES.3.3 Modified Ideal Section to Limit R.O.W. Acquisition (72'-92')

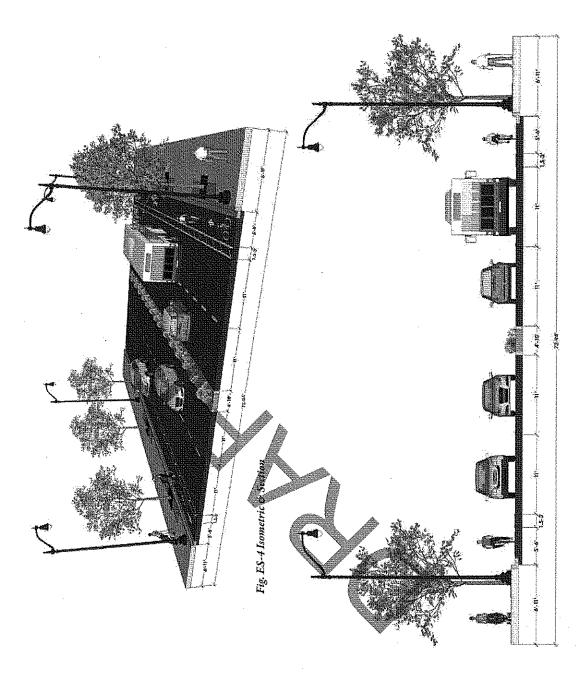
In some locations, existing major improvements exist along the edge of Main Street. These improvements include improved residential driveways and front yards that should be avoided if possible. Driveways may be made too short for parking purposes and back-out of driveways would be made more difficult with less distance from moving vehicles to accommodate these back out movements. This cross section can only work in areas where left turns are not required.

The proposed 92' cross section will include the following improvements:

- accommodation of a left only turn lane allowing wehicles to make protected left turns or "U" turns at signals; and
  - reduction of travel lane widths to 11' for the outer lane and 12' for the inner lane to accommodate the larger truck traffic; and
    - inclusion of a striped bike lane with 6' from curb face to painted lane; and
- inclusion of a 3' striped buffer either on the vehicular side of the bike lane (for additional protection through offsetting of bikes from vehicles); and
- introduction of a combination 11' wide walkway, lighting and tree planting area (with trees in tree grates).

For those areas needing slight adjustments to the ROW standards, the following size adjustments can be made to bring the ideal ROW down to 72:

- reduction of the median planter (-G); and / or
  - reduction of the bike lane buffer (-2, x 2 sides = -4'); and/or
    - elimination of street trees (-5' x 2 sides = -10').



Executive Summary

#### ES.3.4 Modified Ideal Section to Avoid Building Demolition

(77'-79' with a required 87' transition width where parkway strips are used)

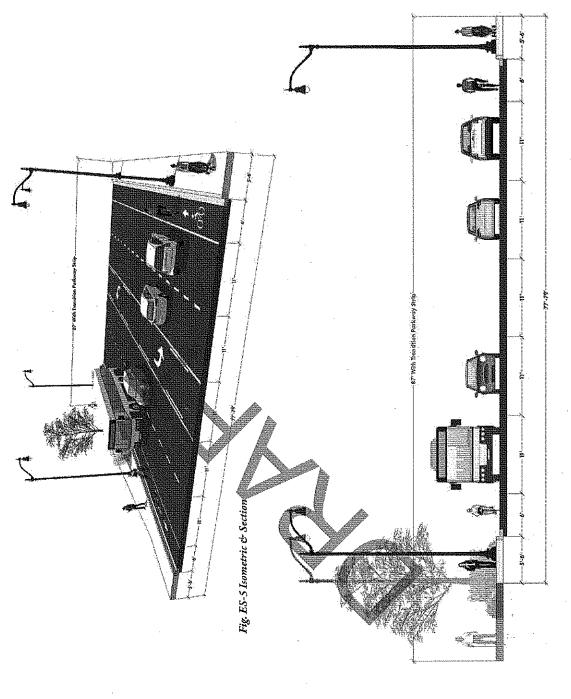
changes in the Ideal Cross Section can be made without would be eliminated on each side, but should be tapered to this narrow ROW cross section. Note that maximum widths should be followed wherever possible, including ROW (90'-107') to be accommodated as part of future section of 90' but could be as much as 15'-20'. The cross roadway improvements. The amount of dedication will issues. In the future, however, any property owner that roadway configuration. Instead of making the roadway will be required to dedicate land to allow for the Ideal demolishes these buildings or plans to demolish these section shows a ROW that is 87' abutting this narrow of this study to limit the demolitions from occurring. disruption to traffic flow or the introduction of safety least 6-7' in order to meet the minimum ROW cross In several cases, commercial and residential buildings pansion without demolition. It is the short-term goal meander or for lanes to pinch down, the 10' parkway Although these buildings may eventually be replaced, up to the 87' standard approaching this cross section depend on the location, but is likely needed to be at are too close to the edge of the roadway to allow exbuildings and make other property improvements,

The proposed 79' cross section will include the following improvements:

- · accommodation of a left only turn lane allowing vehicles to make unprotected left turns; and
  - inclusion of a striped bike lane with 6' from reduction of travel lane widths to 11'; and
    - construction of a 6' wide sidewalk. curb face to painted lane; and

ROW standards, the following size adjustments can be For those areas needing additional adjustments to the made to bring the Modified Ideal ROW down to 77?

reduction of the sidewalk (-1' x 2 sides = -2')

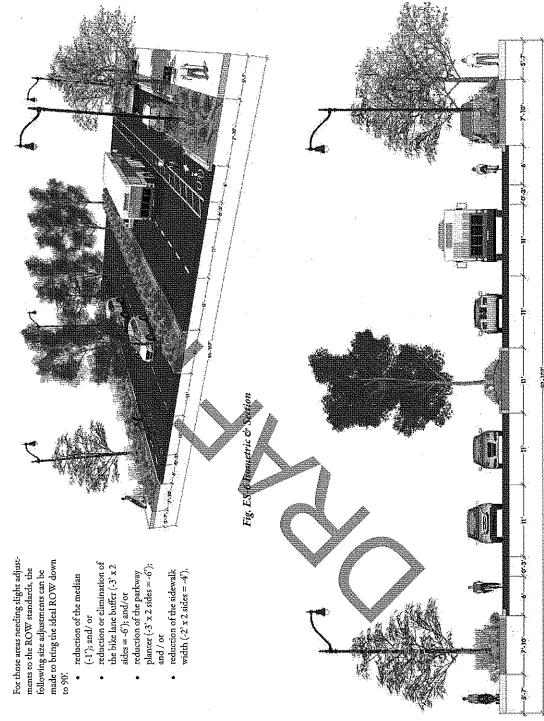


# ES.3.5 Modified Ideal Section to Allow for Pocket Parallel Parking (90'-107')

Adjacent land uses that are intensively used public facilities or are commercial facilities that have large customer parking requirements that are above and beyond the off-street resources already provided, can petition for the addition of parallel on-street parking spaces. In order to avoid the elimination of the bike lane or the complete elimination of street trees and parkway strips, the on-street parking will be defined by parkway bulb-outs that define and protect the ends of parking spaces. The property owner will be required to subsidize the creation of these parking spaces by paying for the increased curb and gutters work and on the need to include a small parkway strip with street trees accommodate partly in the parkway strip and partly under tree grates.

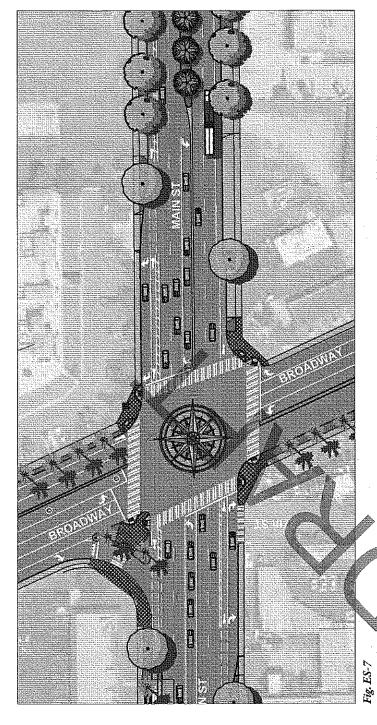
The proposed 107' cross section will include the following improvements:

- addition of a 11' planted raised median; and
   addition of raised medians leading up to in-
- addition of raised medians leading up to intersections, which help to define the left turn
  pocket and provide safer pedestrian exossings
  through the inclusion of a media refuge where a
  portion of the crosswalk is protected by a raised
  median cap that extends on the intersection
  side of the walkway; and
  - reduction of travel lane widths to 11; and
- inclusion of a striped bike lane with 6' from curb face to painted lane; and
- inclusion of a 3 striped buffer either on the vehicular side of the bike lane (for additional protection through offsetting of bikes from vehicles) or on the side next to parked vehicles (for additional offset from opening of car doors); and
- introduction of a 10° planted parkway strip with trees groundcover and street lighting; and construction of 7° wide sidewalks; and
  - the creation of the 8' wide striped parking space with an adjacent 3' of parkway strip with trees and tree grates needed to meet minimum walking surface requirements while still providing for a growing space for new trees.



# ES.4 Final Sea Garden District Theme

San Diego Bay National Wildlife Refuge is an oan development, is a critically important area dangered California Least Tern, Light-footed Clapper Rail, threatened Western Snowy Plover, and the endangered Salt Marsh Bird's Beak. A take visitors to the nature center. This is one of urban wildlife refuge located on San Diego Bay at the mouth of the nearby Otay River, and accessible through the Otay River Valley system of trails. The refuge comprising 316 acres of salt marsh and coastal uplands surrounded by urfor wildlife because over 90 percent of the historic wetlands of San Diego Bay have been filled in, drained, or diked. The Refuge supports important programs for wildlife and habitat management that focus on the recovery of the en-Nature Center parking lot is located at the western terminus of E Street where shuttle buses can South Bay's many important and exceptional parks and wildlife refuges on San Diego Bay. The collection of parks and refuges including lavish gardens, fun playgrounds, relaxing walkways and peeks at San Diego wildlife, unique plant life, and endangered and threatened species form the oasis for the Sea Garden theme. This theme provides a natural link to the regional character and is emphasized and interpreted to provide Main Street with a logical connection to the surround ing context. Some of the selected site features and components that occur at selected intersections (or gateways) would include styled monument columns surrounded by mini-plazas and site furnishings. The intersections would include enhanced paving with large sea life flora and fauna icons and imagery such as seashells



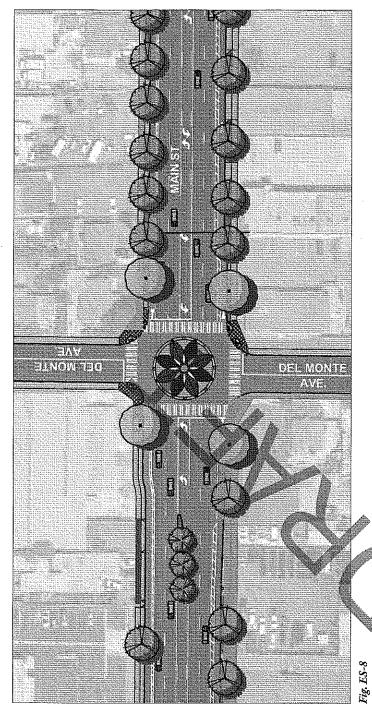
The parkway and median trees would consist of Melaleuca, flowering New Zealand Christmas trees, Guadalupe and Date Palms; shrubs would include aloes, flax, sedges and rosemary.

# PLANT MATERIAL LEGEND DOST MARKEN TREES SUCH AS. N° DATA DESTRUCTION OF STATEMENT TREES SUCH AS. N° DATA DESTRUCTION OF STATEMENT TREES SUCH AS. N° DATA DESTRUCTION OF STATEMENT TREES SUCH AS. N° DESTRUCTION OF STATEMENT TREES SUCH AS. N°

# ES.5 Final Agriculture/Rancho District

The Agricultural theme evolved from research into the 'Orchard Period.' With the completion eral decades, A railroad was built to connect San Diego, National City, Chula Vista and Otay. This tural economy eventually led to the incorporation of Chula Vista on October 17, 1911. Local farms of the Sweetwater Dam in the late 19th century, agriculture, and citrus trees in particular became a successful local crop. Chula Vista eventually in the world, and sustained that position for sevrailroad, known as the National City and Otay and ranches continued to grow lemons as their primary crop. At one time there were over eight grew to become the largest lemon-growing center Railroad flourished for many years. The agriculpacking houses in operation throughout the city.

ponents would occur at selected intersections (or gateways) and would include styled lemon tree monument columns surrounded by mini-plazas and site furnishings. Intersections would include enhanced paving with large patterns of citrus blossoms and enhanced crosswalks for pedestrian Utilizing this design theme, site features and comThe parkway and median trees would consist of Chinese Pistache, flowering Bradford Pears and New Zealand Christmas trees; shrubs would include native grasses, sedges and formight lilies.



### CONCEPTUAL PLANT MATERIAL LEGEND

Í	DIST. MARKER TREES SUCH AS: 30' DOK SIZES	POW SIZES
	PISTAGLÉ CHIMINÀ	Chinesis Padache
Ì	METROSSICIOS musica	How Jesterd Opposites I
	MEDIAN TREES SUCH AS: **	# BOX BUES





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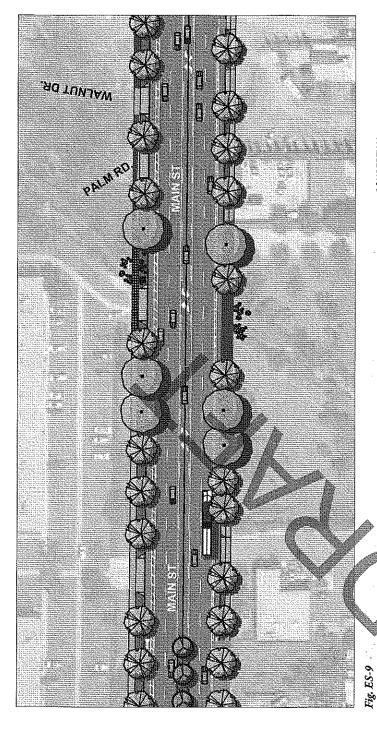
PARKWAY SHRUBS SUCH AS:

Executive Summary

# ES.6 Final River District Theme

nection is the adjacent connection to the Otay Regional Park and Otay River. The Otay Valley Regional Park represents one of the major open Otay, San Miguel, and the Jamul Mountains. The presence of this recreational amenity will provide Main Street residents and visitors with opportunities ranging from playing fields and picnic areas to hiking, biking, and horse trails. At the same time, the park will protect open space, wildlife, historic, An additional theme of significance and conspace areas within the southern area of San Diego County, linking south San Diego Bay with agricultural, and archaeological resources.

cinity of East Palm Road & Walnut Drive where a stream intersects and meets Chula Vista Main Street to the north and south. This area would by mini-plazas and site furnishings. Hardscape in Selected site features and components in the viinclude styled monument columns surrounded this vicinity would include enhanced paving with icons of river flora and fauna such as Least Terns, cobblestones, and trail way-finding information. The parkway and median trees would consist of shrubs would include native grasses, sedges and White Alder, London Plane tree (Sycamore's cousin), Madrone and Western Redbud trees; fortnight lilies.

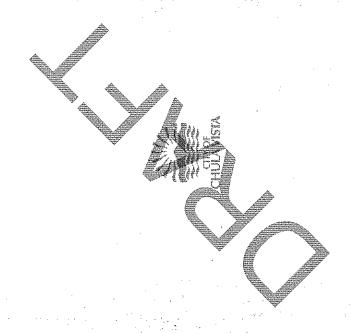












Olidia Vista Main Street Master Plan

#### Chapter One: INTRODUCTION

### 1.1 Project Framework

This chapter provides an overview of the background, purpose, vision and objectives of this plan. The purpose of the document is to develop a "Complete Street" conceptual framework for Main Street, Chula Vista. A Complete Street is a balanced, connected, safe, and convenient transportation network designed to serve all users regardless of their mode (via walking, biking, and transit). Improve bike and pedestrian connections along Main Street will help to connect with nearby recreational activities and facilities, such as the Otay Valley Regional Park, schools, parks, South Library, and Otay Recreation Center. An additional goal of the project is to promote water conservation by incorporating green street design elements such as vegetated curb extensions, landscaped medians, and shade trees.

The purpose of the project is to create a vision and develop a conceptual design plan as the initial phase of the Main Street Streetscape design process. This plan has been accomplished by combining work efforts with the City's current management staff, community Progress Meetings, and consultant development of the Conceptual Design Plan.

The following document establishes the vision, goals and objectives for Main Street and adjacent segments of north/south streets. It establishes a street theme and identity by creating focal points, streetscape design elements and the

potential use of signage and public arr. The plan also creates a functional street plan that includes pedestrian connections, integration of land uses, and provisions for multi-modal access (via walking, biking, and transit) to nearby recreational activities and facilities.

### 1.2 Project Background

On April 6, 2012, SANDAG issued a call for projects from local jurisdictions in San Diego County wishing to apply for the Active Transportation (AT) funding for use on planning projects meeting specific transportation selection criteria. The City of Chula Vista was awarded the grant on March 28, 2013 from SANDAG and in turn, issued an RFP on June 20, 2013. The City of Chula Vista selected KTU+A for the development of the "Main Street Streetscape Marer Plan" on July 11, 2013.

The project scope consists of:

- the continuation of preyrous community participation efforts;
   mobility objectives using complete street
- concepts;

  3) promotion of a community relentity through
- context sensitive design; and

  4) demonstration of quality through the use of livability and sustainability principles.

### 1.3 Project Background

In 2007, the City began the "Southwest United in Action" community strengthening process to foster early dialogue between the City and the Southwest community. Through community events, surveys, and meetings, the Southwest United in Action process worked to clarify priorities of the community. This phase culminated in a "Southwest Leaders' Conference" which was

held in the summer of 2009. As an outgrowth of the Southwest Leaders' Conference and the urban design workshop, the City formed a group of interested individuals, knowledgable of the area, with leadership abilities to participate in the Southwest Working Group (SWWG). The SWWG represents a cross-section of the southwest community, including members from community organizations (e.g. Crossroads II, Northwest Civic Association, and Walk San Diego), businesses and levelopers, and residents.

Attendees at these formative meetings were provided information on a variety of subjects maging from planning to municipal financing to be described from planning to municipal financing to be described from the first of a validation of the first of the from the first of the fir

The funding from the SANDAG Active Transportation grant program, has allowed the City to continue this previous planning effort.

# 1.4 Project Study Area Overview

Chula Vista is located at the center of one of the richest cultural, economic and environmentally diverse zones in the United States. It is the second-largest City in San Diego County with a population of nearly 250,000. Chula Vista contains more than 50 square miles of coastal land-scapes, canyons, rolling hills, mountains, and a variety of natural resources and quality infrastructure.

Chula Vista is growing at a fast pace, with major developments taking place in the Otay Valley near the U.S. Olympic Training Center and Otay Lake Reservoir. New homes have been built in the Oray Ranch, Lomas Verdes, Rancho Del Rey, Eastlake and Otay Mesa Areas.

Multiple Interstates and California State Routes serve the City. Interstate 5 begins to the south of the city and runs through its western edge. Interstate 5 connects Chula Vista to North County and beyond to Greater Los Angeles and Northern California. Interstate 805 serves as a bypass

Fig. 1-1: Main Street Project Area



Route 54 and State Route 125 serve as highways to Interstate 5, linking to the latter interstate in border. State Route 95 connects to State Route Sorrento Valley. Route 905 runs from the Otay 125, Interstate 805 and Interstate I-5. State to East County cities via north and northeastern Mesa Port of Entry and is one of three auxiliary three-digit Interstates to meet an international corridors.

# 1.4.1 Main Street Project Limits

the southwest corner of the City of Chula Vista and extends along an approximately three-mile stretch of Main Street between Interstate 805 and south along neighboring through streets The streetscape conceptual plan area is located in and Industrial Boulevard and connects north including Broadway, Fourth Avenue, Third Avenue and Albany Avenue.

north of Main Street and the Otay River Valley mercial-industrial service area and interfaces with the Otay Town residential neighborhoods open space to the south. The district's area of focus is generally located between Industrial Bou-The Main Street study area functions as a comevard on the west and Hilltop Drive on the east.

Heritage Road, cross SR-125, and connect to San Diego Bay all the way to the Otay Lakes. ake Parkway. For further information, refer to Main Street parallels the Otay River Valley from Eventually Main Street will extend easterly from Hunte Parkway at the intersection with Eastthe City of Chula Vista Greenbelt Master Plan dated September 16, 2003.

# 1.5 Main Street Planning Context

The purpose of the project is to develop a to promote water conservation by mcorporating which is a balanced, connected, safe, and convenient transportation network designed to serve all users regardless of if they are driving cars or streetscape master plan for a "complete street", trucks, walking, bicycling, or taking transit. Anas the Otay Valley Regional Park and Otay Rec other purpose of the plan is to improve access nearby recreational activities and facilities, such reation Center. The project needs to be designed green street design elements as

Freight and goods movement are important el-ements of every direulation element roadway. t. The Main 1.5.1 Freight and Goods Management This is especially true for Main Street



ing at the State (DRAFT, Caltrans 2014 Freight to be consistent with planning efforts happen-Mobility Plan), and Regional (SANDAG's 2050 Street Master Plan, when completed, will need Goods Movement Strategy).

# 1.5.2 Complete Streets Legislation

Schwarzenegger agned Assembly Bill 1358, the California Complete Streets Act. The act states: On September 30, 2008, Governor Arnold

bowe gas emissions, make the most efficient use of from short trips in the automobile to "In order to fulfill the commitment to reduce greensolic health by encouraging physical acban land and transportation infrastructure, and Fansportation planners must find innovato reduce vehicle miles traveled (VMT) walking and use of public transit." tive was

modal transportation network that meets the that is suitable to the rural, suburban, or urban The act requires circulation and roadway planneeds of all users of the streets, roads, and highways for safe and convenient travel in a manner persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public ning efforts to provide for a balanced, multicontext of the general plan. The "users of streets, roads, and highways" means bicyclists, children. transportation, and seniors.

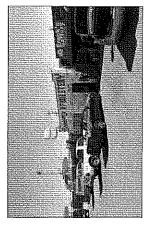
# 1.5.3 Complete Streets Increase Safety

users and reduce crashes through comprehensive Complete streets create a safe environment for all safety improvements. A Federal Highway Administration review of the effectiveness of a wide variery of measures to improve pedestrian safety found

that simply painting crosswalks on wide high-speed roads does not reduce pedestrian crashes. But measures that design the street with pedestrians in mind - sidewalks, raised medians, better bus stop placement, traffic-calming measures, and treatments for disabled travelers - all improve pedestrian safety.

ing speed reduction and greater safety. Speed reduction has a dramatic impact on safety for all road users, reducing both the number and seriousness of crashes. Methods to increase safety include enlarging sidewalks, installing medians, and adding bike lanes. All road users - motorists, pedestrians, and bicyclists - benefit from slower speeds and better Roadway design and engineering approaches commonly found in complete streets, create long-lastdesign.

cially against the flow of adjacent traffic, is more sected conflicts at driveways and intersections. cycling behavior. Sidewalk bicycle riding, espedangerous than riding in the road due to unex-A recent review of bicyclist safety studies found Complete streets encourage safer driver and bithat the addition of well-designed bicycle-specific infrastructure tends to reduce injury and crash



Introduction

designing and re-constructing the street to provide alternative travel choices, thereby reducing

The project will promote energy efficiency by

1.5.7 Complete Streets: Reduction in

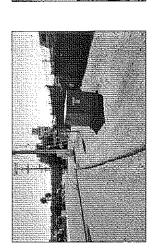
Greenhouse Gas Emissions

consumption. The project would incorporate greenhouse gas reduction measures by planning improvements for bicycles and walking, enhanc-

reliance on the automobile, and decreasing fuel

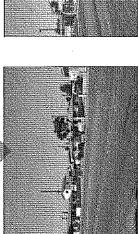
# 1.5.4 Chula Vista Complete Streets Context

The focus of the Main Street Streetscape Master Plan is to create a multi-modal and complete walks, lighting, landscaping, street furniture, bike facilities, traffic signals, streetlights, new roadway pavements and landscaped median isages to the regional Bayshore Bikeway and Otay neighborhoods will also occur along Broadway, Fourth Avenue, Third Avenue and Albany Street ocated to the north and south of Main Street. Community connections will be strengthened by identifying elements such as closing sidewalk gaps, adding pedestrian lighting, enhancing andscaping, defining crosswalks, and modifying signal timing to accommodate multiple users. These same north/south connections to the Otay Valley Regional Park, Otay Park and the Otay Recreation Center will be enhanced street by balancing the needs of pedestrians, bicyclists, vehicles, and public transportation, and the aesthetic improvement of public streets. Streetscape improvements will include sideands. Bicycle facilities will provide critical link-Valley Regional Park. Connections to residential though new way-finding and improved pedestrian and bicycle access



# 1.5.5 Complete Streets for Cyclists and

trian Master Plan identified pedestrian and bieyclists and pedestrians thereby improving the quality of life for nearby residents, visitors and by upgrading the basic street surface, sidewalks, of Chula Vista Pedestrian Master Plan and 2011 Bikeway Master Plan, provide data regarding sicycle collisions and pedestrian crashes that have occurred along Main Street and connecting streets such as Fourth and Third Avenues. Based on these adopted plans, this project recquate or non-existent public improvements. The the existing public right-of-way that will in prove accessibility and mobility for pedestrians and bicyclists alike. In addition, the 2010 Pedesproject will incorporate recommendations from The project seeks to increase the safety for biousinesses. Use of the street can also be improved bikeways, and overall streetscape. The 2010 City ommends areas that need replacement of inadeof two elemenere based safety for scinool children. plan calls for upgraded or new sidewalks withi on a "Kids Walk and Bike to School" project boundary. The deficiencies tary schools (Montgomery and cycle safety needs in the vicinit hat study to impro



# 1.5.6 Chula Vista Economic Context

which in pult, insteases the desire for residents to live, shop and play and businesses to establish and expand operations in the area. The project seeks to The project seeks to act as a catalyst for economic development and redevelopment by designing capital improvements that will provide an incentive for private investments, thereby contributing to the removal of blight. The project would increase residential amenities and provide needed public Active Transportation Grant Program - Non-Capital Grants Oby of Chula Vista Main Street Streetscape Master Plan improvements for the area, reprove accessibility to goods and services for resiments within the residential neighborhood north and south of Main Street, the Main Street business djacent Montgomery and Otay Elemenand enhance way-finding to recreation resource including the Otay Valley Regional Park and Otay Recreation Center pary schoo district

ing access to transit, and reducing the amount of

asphait and impervious surfaces along the three mile long transportation corridor. The project would promote energy efficiency by incorporat-

inggreen street design elements such as cool pav-

ing, vegetated curb extensions, sidewalk planters,

landscaped medians and shade trees (pursuant to the City's new shade tree policy). Landscaping

is a critical component to help shade the area to

ute to cooling the air through the evaporation of

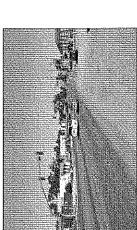
lower summer time heats, since plants contrib-

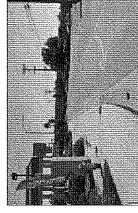
shade will result in a more comfortable bicycling

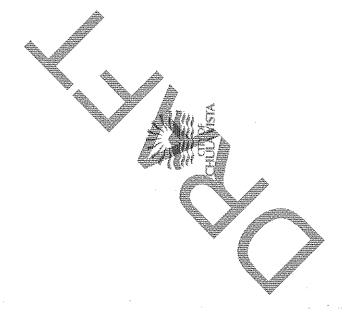
water from their leaves. Lower temperature and

ınd pedestrian environment making this mode a

more preferred travel choice.







#### Chapter Iwo:

# EXISTING CONDITIONS

The Main Street study area is described by the Ciry's General Plan as a major industrial and Otay Ranch. The general plan notes that some representing a lack of private investment in the area. The physical characteristics of the Main Street study is one of a vibrant and diverse area commercial corridor. These corridors provide direct connections to other commerce and urban centers such as the Bayfront, Autopark and properties are underutilized and deteriorated, of activity and commerce, typified by both large and small businesses. These conditions were confirmed through field walks, data base investigation, and are shown on existing conditions map ping on the following pages.

### 2.1 Roadway Conditions

ters or sidewalks are entirely missing. Other areas strate minor deterioration. In general, achieving Much of the area contains partial asphalt sidewalks with no curb or gutter. In many cases gutalong the street are characterized as having good quality concrete sidewalks. In still other areas, sidewalks are in average condition and demonthe goals of a complete street will entail providing a comprehensive system of pedestrian connections that are supported by a usable and durable walkway system. Main Street has a current speed of 40 mph and an average daily traffic volıme range between 20,000 - 30,000 average daiıla Vista Pedestrian Master Plan (2010) ranks Main Street as a high to very high priority for attention because of the missing sidewalks, curb amps, gutters, parkways, street furniture, landy traffic (ADT) traffic volumes. The City of Ch-

along this segment of Main Street. One of the nelp in reducing overall ADT as well as reducing the General Plan also identifies over 20 crashes involving pedestrians between 2002 and 2007 scaping, lighting and crosswalks. Additionally, findings of a complete streets is that by providng infrastructure for non-vehicular trips, it will vehicular speeds.

#### ways. Multiple options were developed for the ing and proposed right of ways at each intersection along the 3-mile stretch of Main Street. The This matrix refers to the largest to smallest existwidths are based upon feet and are measured from back of existing and/or proposed walk-2.1.1 Roadway Right-of-Way Widths Matrix

utions including Round-a-bouts, lane diets (the cussion. Option "A" shows a mathe calming sotion element that directly affect the ROW dispedestrian tion also attempts to smooth our the exiting ROWs by removing the existing jurged edge ef-fect, while protecting smyctures along the 3-mile This plan proposes two options for the circulacrossings and striped breycle bailities. This opreduction of lane widths), protected project boundary.

ending 390' after Albany Ave. on the west bound Option "B" shows a similar traffic calming soutions to Option "A". However, Option "B" shows a two-lane solution starting 300' east on the east bound lane (EB) from Broadway and ane (WB). (Refer to Fig. 2-1 this page.)

Option 'A"	
Mapped R.O.W.	in foot
Intersection at Main St.	

Option "B"	104	104	104	104	104	104	104	100	100	100	100	100	97	- 6	- 6	97	6	- 6	97	97	96	100	88 (100 bus stop)	96	06	88	06	88	88	96	88	06	06	88	88	88	82
Option "A"	104	104	104	104	104	104	104	100	100	100	100	100	97	97	-64	97	97	65	-65	-6	95	95	63	06	90	06	06	90	90	90	90	90	90	90	84	84	82
Mapped R.O.W. in feet	102	701	102	101	101	102	102	84	84	66	84	84	103	85	102	102	104	91	91	66	102	102	91	102	16	16	84	06	91	80	91	84	79 Hilling	91	80	91	80
Intersection at Main St.	Broadway W	Industrial E	Industrial W	Jacqua E	Jacqua W	Silvas St. E	Silvas St. W	Maple Dr. E 🦯 🥒	Maple Dr. W	Melrose Ave. W	Otay Valley Rd. E 🔍 🙈	Otay Valley Rd. W	Albany Ave. E	< Øate St. ₩	Hillhope	Hilltop W	Mace St. F.	Mace St. W	Rebaltie	Reed Ct. W	7th St. W	Broadway E	Fresno E	Albany Ave. W	Banner Av. E	Banner Av. W	Date St. E	Del Monte Ave. E	Fourth Ave. E	Fourth Ave. W	Fresno W	Sycamore Dr. E	Sycamore Dr. W	Third Ave. W	Del Monte Ave. W	Third Ave. E	7th St. E (House)

with different levels of right of way (ROW) use

concept plans for Main Street. Each option deal

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Mapped R.O.W. Average
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Fig. 2-1: Roadway Right-of-Way Widths Matrix

#### 2.1.2 Lanes

The three-mile long, four-lane major road has a patchwork of improvements such as: various levels of concrete curb and gutters, concrete sidewalks, raised medians with asphalt fill or integral color stamped concrete. Different sections also have varying degrees of planting, bus stop improvements, parallel parking zones and non-parking zones. Most of Main Street is four lanes (two in each direction) with turn pockets at intersections and mid-street left turn lanes in certain areas. These mid-street left turn lanes are described as a Two-Way Left Turn Lane in the center of the roadway (TWLTL).

### 2.2 Street Edge Form

Roadway lanes are a part of the street that is dedicated to moving vehicles (trucks, buses, cars and bikes). However, the edge of the roadway beyond the curb, supports important functional aspects such as: access to driveways, entries to parking, locations for signage, fencing, plantings, and dry or wet utilities.

#### 2.2.1 Street Trees

One function of a street is to provide an urban forest edge made up of street trees that helps to provide an appropriate scale for a street and to provide a safer and more comfortable walking environment for pedestrians.

There is no specific Ciry document for formal street tree planting plans for Main Street. Street tree planting is sporadic and often has large gaps (frequently entire blocks) between regularly spaced trees. The scale of tree plantings range from older mature trees to medium and small trees. Additionally, there are no street medians in which trees occur.

Trees that are evident on Main Street include: Arbutus, Cypress, Eucalyptus, Ficus, Liquidambar, Melaleuca, multiple Palm types, Pine, Podocarpus, and Sycamore. The Eucalyptus were from an earlier agricultural period. The Sycamore trees express the proximity of low-lying areas and the nearby Otay River. The sparse tree spacing and the random quality of the planting contribute to the overall automobile-centric impression of the area. The small number of trees do little to provide shade or other potentially sustainable qualities that promote a more usable street for pedestrians.

### 2.2.2 Street Furnishings

There are very limited street furnishings such as benches and trash receptacles found along Main Street. Existing street furnishings are primarily. found at transit stops, and are limited to occasional benches, trash cans, and bus shelters. These items are limited throughout the length of the corridor.

#### 2.2.3 Signage

Signage is primarily limited to regula fory signs and directional signs, particularly those to the east and west of the study area that provide direction to major freeways. Strange is dominated by commercial signs of private businesses. There are no designed or organized signage frogram that express the character of the area.

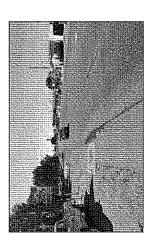
#### 2.3 Urban Form

The urban form consists of the relationship of building masses interfacing the roadway and streetscape edges. In general, the district is characterized by low-rise post WWII commercial buildings with some intermittent areas of single-story residential homes. Main Street itself is a well-traveled light industrial corridor carrying vehicles of

all types that use and service the businesses along

### 2.3.1 Building Massing

facilities such as MTS take up an entire block, but do not provide adistinct edge since they are dominated by noting rehicular movement. Moving wand also have larger scale outdoor space needs that perforate the street edge. Light or limited oped areas south of Main Street to the edge of the dential buildings dominate the central area of the way, It isn't until businesses reach the proximity critical mass that forms a recognizable, consistent The eastern end of the district is dominated by single story residential buildings set back from Main Street and do little to form an urban edge condition. Moving towards the west, some larger public further west, continercial businesses, often related to automotive services dominate the street. These ight industrial business stare typically single sto-Industrial uses extend within previously devel-Jean River Valley open space. Some empty lots also contribute to the inconsistency of the building massing. In addition, a distinct pocket of resiproject, offering a series of driveways and single story homes that are set back from the right-ofof the I-5 that commercial structures achieve a street wall of buildings forming a distinct edge.



## 2.3.2 General Building Heights

There is great variation along the length of Main Street in terms of building size. The east end is dominated by residential buildings with most structures typically being single story. New development has created a few two and three story residential units and commercial buildings located mid-way in the cortidor and also to the west. Different purpose buildings appear to be above 20 in height. A number of older homes are two story with just a few at three story, which are typically "Victorian" period estates.

### 2.3.3 Building Setbacks

Building setbacks vary significantly along the corridor. The setbacks range from 7' to 35' from face of curb to face of structure. The variation in setbacks conveys an image that is slightly less urban than the tightly defined infill found in the most traditional, pedestrian-centric downtown areas. The types of development too, such as storage facilities or businesses oriented towards a regular flow of tractor trailers, rake up large amounts of street frontage. This dominance of curb cuts and varying building setbacks makes the edge of the street less regular.



Existing Conditions

#### 2.3.4 Empty Lots

connecting points between land use and urban

forms. These connecting points of urban form

and activities are referred to as the nodes.

A node is and area that helps to tie together

the next parcel. For the most part, Main Street is Of the several hundred parcels found in the study Some of these lots contained buildings that have that do not require structures. In some cases, a structure is on one parcel with other uses exist on an active, well-utilized light industrial area where businesses are active and making full use of their seen demolished, while others contain land uses area, there are few underutilized or empty lots. and resources. Empty lots along Main Street represent a future opportunity for infill development.

The creation of the district will be accomplished building on the inherent elements of the area, and employing a vocabulary of urban forms inluding the use of signage, monumentation, planting, pavement, street geometry, and site

The intent of this study is to identify and enhance districts and nodes that may already exist.

#### 2.3.5 Landmarks

nage do not occur along the corridor. The most significant visual landmark is the 5 acre strawberry field, located at the southwest corner of Fourth Avenue. This field represents a vital part of Chula Vista's agricultural history. There are currently efforts underway, led by the South Bay umentation or commemoration, or historic sig-Building landmarks, landmarks employing mon-Historical Society, to preserve 5 acres of the field.

### 2.3.6 Perceived Districts

A district is a planning term for an area of land tectural styles, scale and other building elements. that has consistent character, urban form, archi-



Auto Park Way as a primary gateway to Chula Vista. This gateway provides access to≖the Auto The City's General Plan provides one notion of the Main Street District, describing Main Street 2.3.7 General Plan Affecting the Study Area

cribes the The 2005 General Phin Update, Southwest Area of Main Street as the focus of limited uses within

Pestern Chula traveled thorthis heavil Vista. The appearance of



oughfare has improved over the years due to conformance with design standards that encourage attractive buildings and street frontages, and that Light or limited industrial uses extend within previously disturbed development areas south of Main Street to the edge of the Otay River Valley open space. Mining activities within and adjacent to open space areas have ceased. With the implemenreclamation plans for these areas, between restoration of habitat for species, new employment, and provide protection of adjacent residential area. other vecreation uses. sensitiye biological tation of minim there is a balance

### The stated Objective is to:

furnishings to enhance the perceived identity of

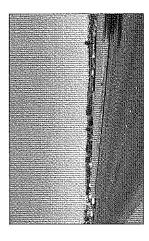
along Main Street that can be balanced between provide for and enhance a strong business district meeting we community's economic needs and esdeliciting a strong open space connection with the nearby neighborhoods".

# Policies include the following:

Park and commercial recreation, enues within the Otay Valley, including an amphitheaser and

water park.

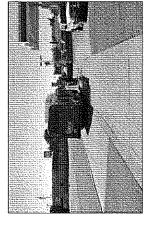
LUT 45.1 Coordinate implementation of mining reclamation plans with the need to program land for job-creating and recreation uses along the Otay River Valley. LUT 45.2 Explore opportunities to restore sensitive



where mining activities currently exist, through habitat areas between Broadway and Beyer Way state mandated mining reclamation plans.

LUT 45.3 Explore opportunities to provide sensitively designed active recreation parks adjacent to the Otay River Valley to meet local, as well as regional, park needs. LUT 45.4 Continue ongoing code enforcement efforts to ensure acceptable property maintenance standards.

prepared, a specific plan or plans, for the Main Street; establishes design and landscape guidelines LUT 45.5 The City shall prepare, or cause to have depth of Limited Industrial designated land uses on the north side of Main Street back to Zenith terface of the Otay Valley Regional Park with land Street District area that address an increase in and zoning-level standards; and addresses the inuses on or near Main Street. As a requirement of the General Plan, the City will prepare an implementation program to define logical planning units within the overall Main Street District. The implementation plan will assure establishment of plans and regulations



for the overall District and the identified planning units. The Implementation Program will also include interim provisions for the consideration of projects within this area prior to completion and adoption of the applicable plan/regulations.

The remainder of the Main Street corridor was inventoried in an effort to identify specific themes based on existing conditions. As a part of the investigation the design ream walked Main Street to become familiar with the detail and feel of the entire corridor. The on-site walks, along with community input, helped the ream become familiar with the unique character of the area, and ultimately assisted the team in identifying and establishing sub-districts for Main Street. These subdistricts are described in detail in Chapter 5.

### 2.4 Building Character

The following structures have been designated by the City of Chula Vista as official historic sites. Significant historic buildings on Main Street include: No. 68 - 3487 Main Street, "Lorenzo Anderson House," a Victorian Orchard House (see photo below); No. 75 - 3148 Main Street, Oray Town Club House. The strawberry fields meet the State criteria for historical significance but they have not been designated.

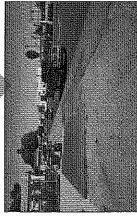


On the whole, the majority of buildings are Post WWII and do not exhibit significant historical architectural interest. Many buildings along Main Street are functional in nature, and their utility is expressed in the products or services they offer. Commercial signage is often integrated with buildings, and act as markers for customers in this vehicular oriented corridor. The colors tend to mirror a typical neutral palette, and architectural forms are rectangular and uncomplicated.

### 2.4.1 Historic Periods

In 1888, the Sweerwater Dam was completed, bringing water to Chula Vista residents and their farming lands. As a result, the citrus industry exploded and Chula Vista eventually became the largest lemon-growing center in the world for period of time. This influence is still seen today most of the properties located on the most of de properties located on the most side of Main Street between Fourth Armue and Albany Street are natrow lots, which are part of the original Oray Town Subdivision, dating back to the 1887 land track.

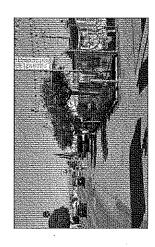
During World War II, a significent amount of defense industry housing was built in the area to house workers in the Rohr Industry plants, con-



nected with the giant Consolidated Aviation aircraft factories in San Diego, located near the airport. Some of this workforce housing was in the form of mobile home parks and tent cities. Many of the adjacent mobile home parks have their historical roots as part of this defense housing.

properties on the torth side of Main interface very closely with the residential properties on the south side of Zentra Street. Several of the and nearby mining activities contributed to the level of industrialization of the area. Today the industrial properties have already encroached cultural character surrounding Main Street, and overtaken some of the residential proper-However, many other residential properties, precioninantly single-family units, located east of Fresno Street are stable and are kept in very good condition. Several storage facilities and outdoor storage businesses exist in the area. The The Post WWII era largely replaced the agrities, parnicularly at the west end of Zenith Street. area along Main Street between Fourth and Albany Street contain several used car lots, which are considered non-conforming uses.

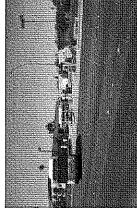
### 2.4.2 Commercial Character The Main Street District functions as a commercial

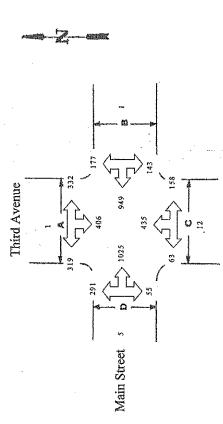


industrial area and interfaces with other residential neighborhoods north and south of Main Street and with the Otay River Valley open space to the south. While there are relatively large commercial properties on the north side of Main Street west of Broadway, remaining land uses on the north and south sides of Main Street consist of light industrial uses. Several storage facilities and businesses consisting of outdoor storage areas, exist in the area. The General Plan vision for the Main Street District is the continued development of the area with industrial uses, remaining as the primarily industrial area of Southwest Chula Vista.

# 2.5 Existing Driving Conditions

The general conditions of the roadway are adequate for drivers, though the change in width is sometimes abrupt and the sporadic on-street parking creates an always changing edge environment. To some degree, changing edge conditions actually play a positive role by aiding in traffic calming. Overall, the very wide nature of the roadway, as well as the limited on-street parking and vacant land uses, combine to create more of a speedway thoroughfare rather than a traffic calmed destination street that supports multiple-modes and adjacent businesses.





Peak Hour 11:30-1:30 1045 Cars

Third Avenue

N LEG-BIKE	0 /	0	0	0	0 1	8	4	0	1
SB-LT		38	46	55	43	44	25	53	332
SB-T	45	45	43	46	54	59	58.4	59	406
SB-RT	37	40	44	14	59	44	34	80	319
S LEG-BIKE	~	က	2	2	*	1	2	0	12
NB-LT	14	7	4	4	11	12	ထ	3	63
NB-T	98	70	32	61	53	44	44	36	435
NB-RT	35	21	1	24	2.1	15	17	14	158
Intervals	11:30-11:45	11:45-12:00	12:00-12:15	12:15-12:30	12:30-12:45	12:45-1:00	1,00-1:15	1:15-1:30	Total

#### ain Street

		-						480000	
	Intervals	EB-RT	EB-T	EB-LT	W LEG-BIKE	W8-RT	WB-T	WB-LT	E LEG-BIKE
*-	1:30-11:45		91	44	0	22	87	12	1
*	11:45-12:00	10	119	27	-	24	112	13	0
-	2:00-12:15		132	36	2	37	141	24	0
τ-	2:15-12:30		119	42	0	24	114	15	0
~	2:30-12:45		155	38	0	20	141	18	0
Ľ	12:45-1:00		139	37	0	15	117	13	0
	1:00-1:15	2	128	38	2	-61	116	22	0
	1:15-1:30	4	142	29	0	19	121	20	0
	Total	22	1025	291	5	127	949	143	Ţ

Fig. 2-2: Traffic Turning Movement Counts Example

Some on-street parking exists, but in areas where the ROW is less than 80° and where onstreet parking is prohibited. Further west to east from 1-5, the blocks are typically designed with driveways fronting onto the street with building placement set back from the street. Based on fieldwork and as seen in the photos on the previous pages, congestion is rarely a problem along roadway segments of Main Street. Congestion does sometime occur at major intersections such as Main exect and Broadway for example. (Refer to Fig. 2-2 m. page.)

# Existing Walking Conditions

The project is located adjacent to the Otay Valley Regional Park, but lacks way-finding and easily accessible connections to the park for nearby residents. In general, the walking conditions and pedestrian facilities are inadequate and the lack of safe pedestrian crossings is problematic to most all pedestrians that may venture onto or near Main Street.

### 2.6.1 Walkway Facilities

Walking along Main Street is generally problematic depending on which segment you are walking. Utility poles, boxes, signs and mailboxes obstruct sidewalks. The roadway width and lack of safe pedestrian crossings makes the street a divider street, limiting walkers to one side of the street or the other. A significant portion of Main Street is lacking in sidewalks or contains a variety of poor walkway conditions. More than 30% or 9,037 ft. of the entire alignment does not contain a sidewalk. Many locations have on-street parking, but most are empty and many of the segments do not allow parking because of the narrow ROW. Street trees are sporadic and mostly missing. Some of the pedestrian crossings are high risk since they

require all four lanes of vehicular travel to stop and yield, which is unlikely. This type of crossing is considered to be a multi-lane/multi-threat condition where one vehicle may stop, but it might block the view of the pedestrian, so that an overtaking vehicle may not see the pedestrian crossing. A school area assessment, completed as part of the City of Chula Vista 2010 Pedestrian Master Plan, identified deficiencies in the routes to school for adjacent neighborhood children who attend the two nearby elementary schools (Otay and Montgomery Elementary).

Commercial pockets along Main Street currently have limited accessibility. Through previous walkability audits, barriers were identified that caused inconvenient or potentially hazardous routes that have missing sidewalks, heavy traffic and limited pedestrian amenities and connections.

All of these factors combine to make Main Street a pedestrian unfriendly location. However, with changes in future land use, an increase in the number of safe crossing points, and the addition of street trees as a buffer, and the additional offset provided by the proposed bike lanes, the area could be made more pedestrian friendly.

## 2.7 Existing Cycling Conditions

Even though the City's topography is quite different between the east and west, bicycle facilities tend to occur at the West End and East End of Main street (The Bay Shore Bikeway and beyond the Eastside of I-805 intersection, a dedicated bike lane emerges.) Main Street only has a California MUTCD sign (D11-1) showing a "Bike Route". The bike bicycle signage and the East and West facilities are generally accessible to the

majority of residents who choose to ride bicycles. The relatively flat terrain of Main Street allows numerous access points to a four lane majors or any given two lane collector street.

Cycling along Main Street can be challenging due to the narrow outer lanes, on street parking, and the general high speed of the street along most of he study area. Bike lanes do not currently exist. When parking is not present in legal on-street parking zones, adequate bike-to-vehicle buffer width exists in certain areas (generally considered to pass with 3' of clearance if they move to the left side of the lane). In other portions of the project causing cyclists to take the full vehicular travel ane. Of the cyclists seen, many choose to ride on main in close proximity to the curb line and stay close to parked cars within the door zone - which to be a 4' area next to a 12' lane, which allows a car the sidewalk instead of the road, or tended to rearea, the bike-to-vehicle buffer is sub-standard is a hazardous riding movement for cyclists.

### 2.7.1 Bike Collisions

The City of Chula Vista's Bikeway Master Plan (2011) identifies, Main Street as a major bicycle link (Class 2 Facility) to the regional Bayshore Bikeway, but improvements have not been planned for this heavily traveled route. The Bikeway Master Plan also noted five bicycle collisions between 2005 and 2009 along this segment of Main Street.

# 2.8 Existing Transit Rider Conditions

Route 701 runs Monday through Friday serving the H Street Trolley Station and the Palomar Trolley Station via H Street, Fourth Street, F Street, First Avenue, Hilltop Drive, Main Street, and Anita Street. SANDAG's 2050. Regional

Transportation Plan identifies "rapid bus" service from Eastlake/EUC to the Palomar Trolley via the Main Street corridor. Bus stop locations, bus shelters, and future rapid bus service should be assessed to ensure they provide safe and convenient locations for the neighborhoods they serve. (Refer to Fig. 2-4 on this page.)

In April 2012, MTS and SANDAG initiated the site development portion of the expansion of 3650A Main Street in the City of Chula Vista, a 10.6 acre site. The project included electrical upgrades, water lines for future buildings, and other srorm water treatments onsite to ensure water quality compliance. Landscaping was also replaced with water efficient plants, trees, and a new irrigation system. The site now can accommodate up to 240 transit buses daily and more than 100 off-street transit user parking spaces.

Bus transit availability on Main Screet is strong and transit stops occur regularly along Main Street. Transit stop amenities an limited in cogards to shelters, seating, and trash objectines.

#### 2.8.1 Transit Shelters

Main Street has eleven bus stops, free east bound (EB) and six west bound (WB). Of the eleven bus stops, only two stops have shelter #1: EB at Main Street. The other nine bus stops do not have shelters for transit user protection from the elements. Even for those that do have shelters, no trash receptacles or seating exist. All bus stops should have consistent elements, such as shelters with lighting, trash receptacles and seating. (Refer to Fig. 2-3 on this page.)

Bus Stop Location	Lane	Bus Number   Shelter   Trash Can	Shelter	Trash Can	Seating
Main St. & Jacqua St.	EB	932	ou	yes	ou
Main St. & Jacqua St.	WB	932	no	yes	ομ
Main St. & Silvas St.	WB	932	2	yes	OL.
Main St. & 3121 Main St.	EB	701	20	yes	yes
Main St. & Third Ave.	WB	701	2	yes	yes
Main St. & Del Monte Ave.	EB	107	OU	yes	yes
Main St. & Albany Ave.	. EB	707	yes	ou	yes
Main St. & 3554 Main St.	WB	701	yes	yes	yes
Main St. & 3650 Wain St.	WB	701	оц	yes	yes
Main St. & Mace St.	EB	701	SE.	OL.	οu
Main St. & Hilltop Dr. 🖤	WB	701	ou	yes	ou

Fig. 2-3 Existing Bus Stop Facilities

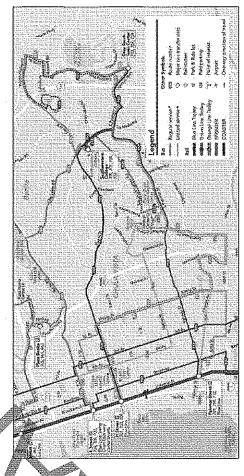


Fig. 2-4: Existing Transit Service Routes

Existing Conditions

# Chapter Three: ANALYSIS

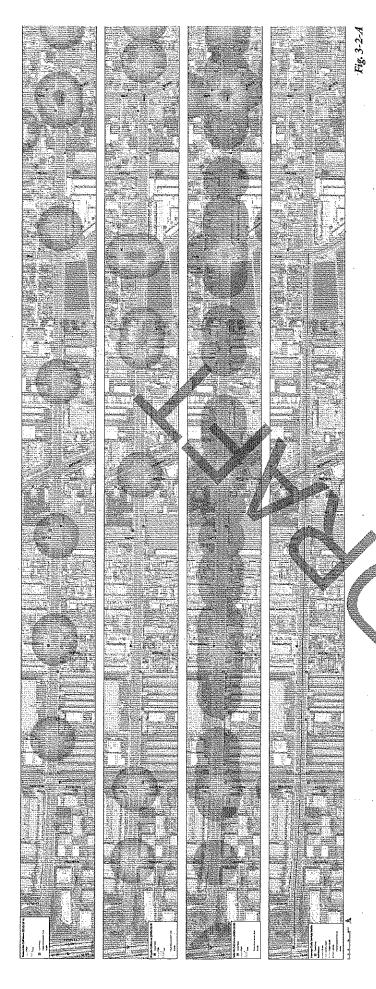
### 3.1 Walk Time Zones

Walk time analysis is a Geographic Information Systems (GIS) based method to determine the walking distance from a specific point. For this study, walksheds using a 15-minute walking distance were developed to capture the number of attractors near Main Street. The analysis consisted of using a 3 mile-per-hour walk speed\* for pedestrians using the existing street network. Using the street network with real time walking routes is far more accurate than the traditional method of concentric circles of 1/4 to 1/2 mile around destination points. The walk time network analysis takes into account the facilities pedestrians can actually use (or will use with future walkways) and the direction tions. Concentric buffers do not take into account the street network and barriers such that streets send walkers to their destinaas dead-ends or out of direction routes. A 15-minute walkshed was developed for posite walkshed, as seen on Fig 3-1. The tractors that would use this are to get to the destination. Those in the yellow and orange have between four and five attractors within a 15-minute walk from Main Street. These results highlight the areas along Main Street where a level of priority should be given for bicycle and pedestrian improvements to aceach attractor, then merged to create a comareas in blue have between one to three atcess a higher number of attractors.

(\*) Source: TCRP Report 112: Improving Pedestrian Safety at Unsignalized Crossings (NCHRP Report 562)



Fig. 3-1: Walk Time Analysis



## 3.2 Collisions and AD'I's

Chula Vista Main. Street collision data shows the number of bicycle, pedestrian and vehicular related collisions collected between 2002 and 2010 from the California Statewide Integrated Traffic Records System (SWTTRs). A summary of these collisions on Main Street are in the following tables. The data shows a significant number of collisions that would indicate attention to countermeasures should be provided in this study. Of particular concern are the 4 pedestrian fatalities, potentially related to the lack of designated or controlled crossing points. Also, a substantial

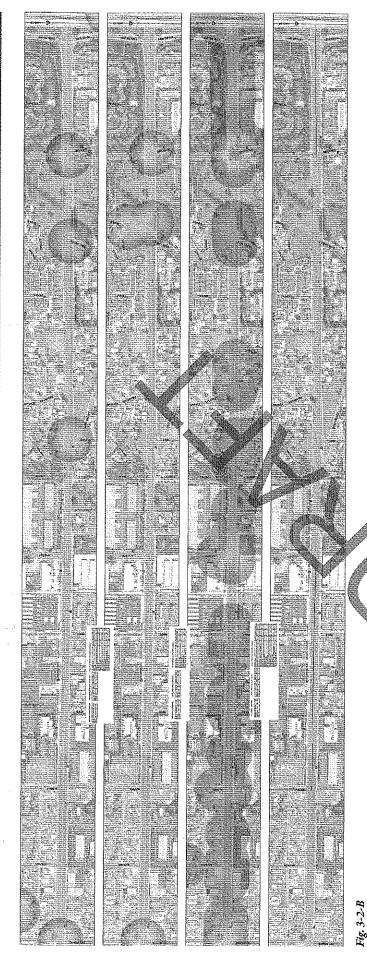
number of vehicular collisions are left turning yield violations into oncoming arefle. This is perhaps due to the free nature of left turns along the corridor and the lack of gaps between groupings of vehicles related to the limited number of traffic signals.

Pedestrian Collisions (first row above)

Collision Type	Number of
	Colfisions
Injured	17
Non-Injured	3
Fata	T T
Total Injured or fatal	21
Total incidents	20

On a few pedestrian collisions, there were both an injury and fatality, or multiple injuries.

# Bicycle Collisions (second row above)



Vehicular Collisions (third row above)

dar Traffic

Average Daily Vebra

(fourth row above)

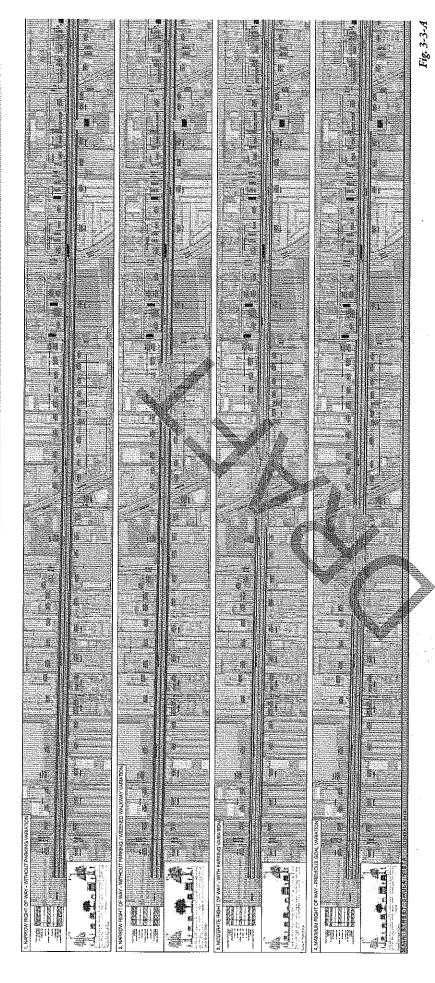
Collision Type	Number of
-	Collisions
Injured	602
Non-Injured	3
Fatal	10
Total Injured or fatal	612
Total incidents	384

On a number of vebicular collisions, there were both an injury and fatality, or multiple injuries.

involved a vehicle. There are no bicycle collisions The following table summarizes the collisions between the three modes of travel along Main that involved pedestrians. Figure 3.2 also shows Street. The collision identifies that bicycle and pedestrian collisions along Main Street have all

Number of Callisions	384	13	20	417
Collision	Vehicle-vehicle	Vehicle-bicycle	Vehicle-pedestrian	Total incidents

nificant with peak hour rates resulting in some congestion. A significant portion of the trips are through trips, not destined for housing origins or destinations found on the corridor or within of sources and dates. The ADTs are fairly sigthe immediate study area. This would indicate that the route is being used as a short-cut between freeway segments when these freeways are congested or as a high speed route that allows for faster urban travel with limited edge friction (elements along the roadway that slow down trafthe corridor's ADT, determined from a variety fic) and signalization.

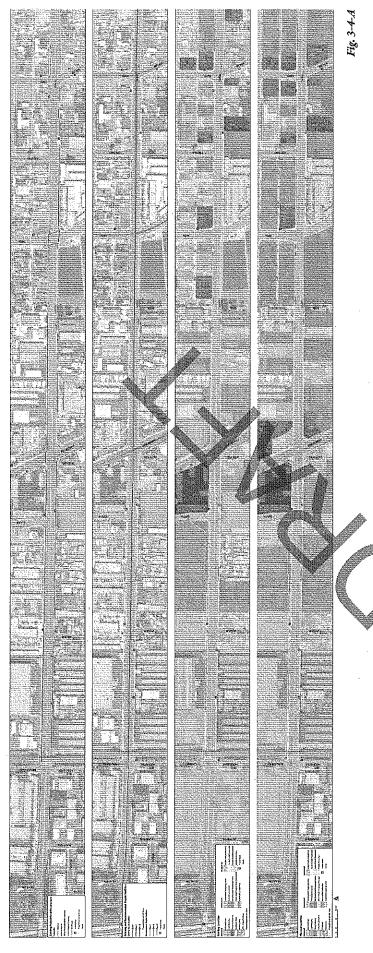


## 3.3 Potential ROW Improvements

planted parkways and/or street trees in grates, protected parallel parking, complete bus stops ered as shown on the alternatives shown in Fig. ure 3-3. These elements include wide sidewalks, (shelters, trash receptacles, seating), enhanced A variety of design elements have been considpaving, safe crosswalks, lighting, median planting, bike facilities and small travel lanes.

avoid building demolitions, reconfigurations of different expansion widths. The overall goal is to to test different right of way limitations given property driveways and parking areas and limitation on right of way acquisition.

The intent of the afternatives shown above was



3.4 Existing Conditions Summary

Existing and Recommended Bicycle Facilities

Existing Pedestrian Infrastructure

Plan are also indicated. With the exception of isting circulation facilities and land uses within cilities that exist, have been shown. In the case of bike facilities, proposed routes and lanes have proposed bike facilities, the circulation and land uses changes proposed for the area are minimal. Figure 3-4 represents a summary of all of the exthe study area. Vehicular, pedestrian and bike faalso been identified on the map above. Future land uses indicated in the Chula Vista General

Recommended Bicycle Facilities Existing Bicycle Pacificies nominal Caps is E \$54(Domesono statement)345\$ \*\* \*\*\* \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Project Improvement Area Other Pedestrian Infrastru (first row above) Transit Stops --- Ped Refuge www.Phittskint Stewalks

Mark Farmby Restolential Spaced Rural Residential O Other Batall Trade & Step Communical Neighborhood Shooping Conter Coorceanity Shopping Cooper Accompbile Dealership Arreital Commercial Commercial Project Improvement Area Other Industried Uses (third row above) Extraction ledustry Existing Land Use Wholesale barte Sportussial Park Eight induktry Warehousten Industrial

Single Family Residential

Mobile Nome Park

Standa-Stops

(second row above)

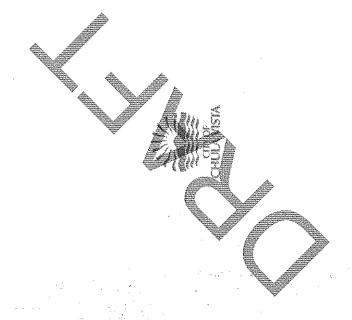


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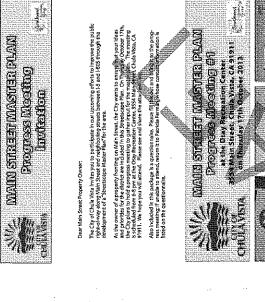
(fourth row above)

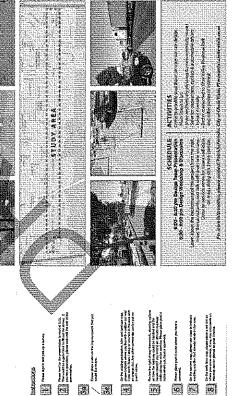


#### PUBLICINPUT& DEVELOPMENT ALTERNATIVE Appendix A:

### A.1 Progress Meeting #1

existing conditions and to engage the public in pose of engaging the community was to obtain The intent of the first community workshop was to focus on the overall Main Street three-mile identifying various program elements and docuthe existing elements of Main Street. The purmenting their concerns and desires. The format of the progress meeting was to present and introduce the design team along with City's staff. The design team then reviewed and discussed input for consideration in the next phase of the project, which included concept alternative development.



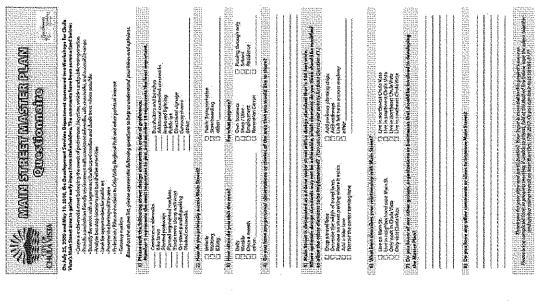


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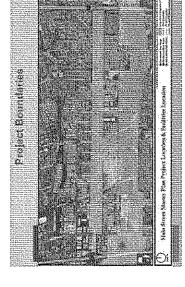
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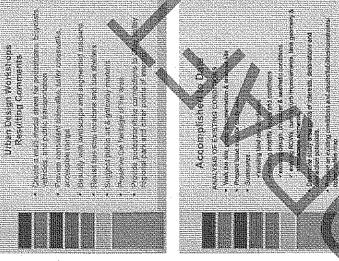
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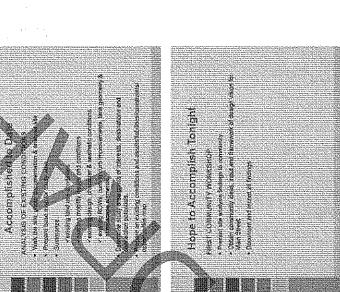
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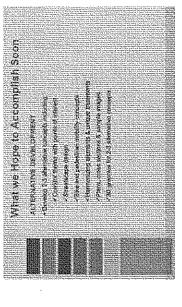












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Progress Meeting #1 PowerPoint slides (on previous page), sample questionnaires submitted by participants, and attendee sign-in sheet.

## Ohula Vista Mein Street Mawrer Dlan

## CHULA VISTA MAIN STREET MASTER PLAN QUESTIONNAIRE TALLY / COMMENTS

(26 surveys)

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\*The number of persons who selected the item, multiplied by the

537 How often do you wat the area?

A. 8. Recognition, Historical Society, Biking Groups

A. Mara ad hoc Bike/Walk Committee, SD County Bike Coalition Higher points = most selected as high priority. indicated priority = total points.

at which elements to you think should be mo	2	Si Which elements to you think should be modified to allow other elements to be implemented?
		(comments)
Drop a travel lane	5	Not
Decrease the width of travel lanes	2	Harder for trucks.
Remove on street parking where it exists	13	
Add a bike lane	10	•
Narrow the center fuming lane	'n	
Add parkway planting strips	4	
Add walkways	12	
Limit left turns accross roadway	2	This will disrupt businesses,
(other)		Main St. is the faster option than Orange, don't ruin it.
Buy property to facilitate change	+1	
<		
6) What best describes your mentionship with Mein Street?	Meins	- Section
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Live in neighborhood gas Waln St.	5	
Only work in Chula States	4	
Only visit Chula Vinz	1	
Live in northwest Chula Vista	0	
Live in southwest Chula Vista -	89	-
Live in startieast Chula Vista	2	
Liverin southeast Chula Vista	7	

Other groups, organizations or businesses that should be involved to developing the Master Plan?

ratious historical societies like SOHO. All businesses currently on Main Street,

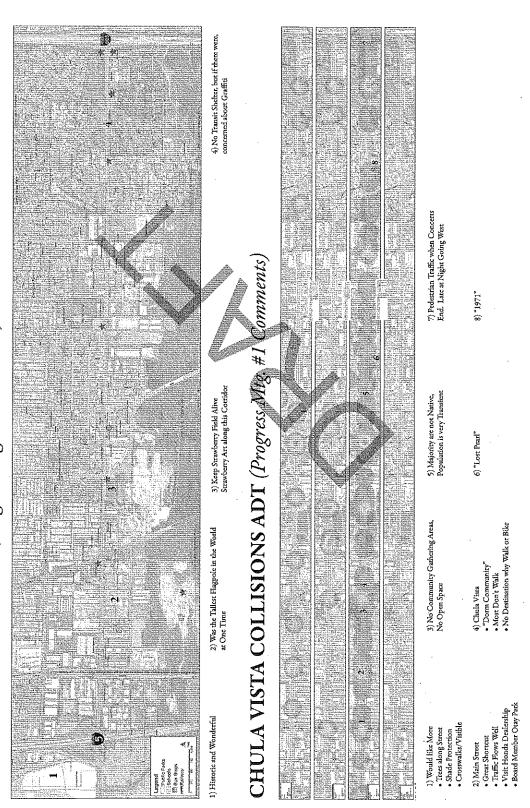
- Clean up the building fleaders and stow down traffic.
 - Main is a VERV important cheatrist corridor was confilled to the principle.
 - Main is a VERV important cheatrist corridor was confilled to the principle or the properties and the state of the properties or leader for the principle.
 - Clean up storefronts, Main SL is pretty "Dog Patch". Slow traffic down on sast and around the residential area.

Responses from attendees

on exhibits presented

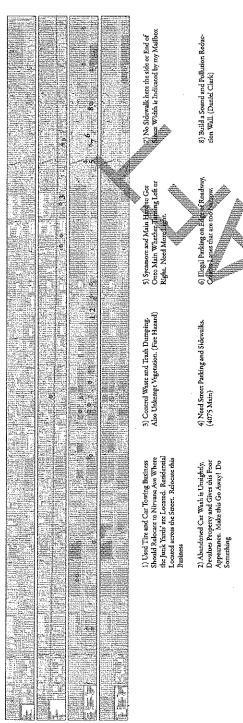
Progress Meeting #1 Public Input Comments:

# MAIN STREET CONTEXT (Progress Mtg. #1 Comments)

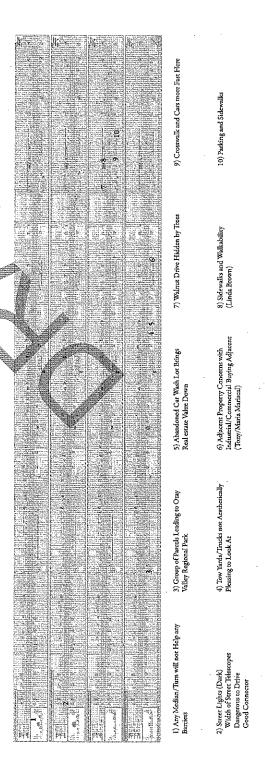


## Clinth Vista Main Street Master Plan

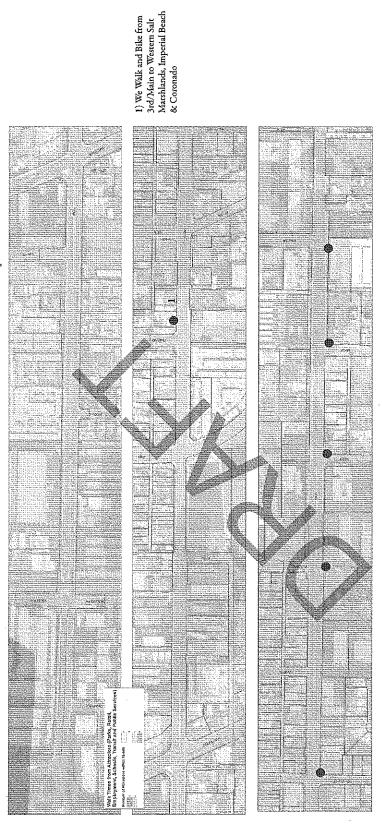
## EXISTING CONDITIONS (Progress Mtg. #1 Comments)



# PHASE ONE POTENTIAL R.O.W. IMPROVEMENTS (Progress Mtg. #1 Comments)



# WALKING TIMES COMPOSITE (Progress Mtg. #1 Comments)

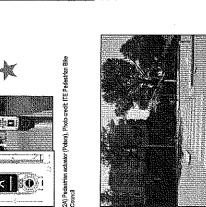


2) Location is Dark and Fast Speeds by the Bus Stop

Public Input & Alternative Development

# PEDESTRIAN ISSUES AND SOLUTIONS Selections (Progress Mtg. #1 Comments)



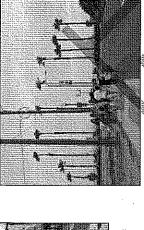




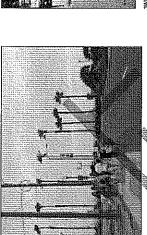
4C) Retrofiting wife streets and intersections to improve walkability, can be very expensive. It is generally far less expensive to build these streets with pedestrians and cyclists in mind than to retrofit later.



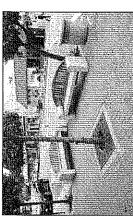
6C) To meet accessibility requirements, long tamps are access activity centers such as transit stations.



5C) Streats should be designed for more than moving vehicles. When all elements come together, a socially interactive environmer will evoke.

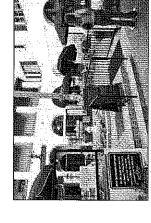


1W) Match the sidewalk width id the blended use, Only allowed at or below a 5' width,



3/4) If an eathe street is desired, then accommodations for street furnishings and street uses must be made.





7W) Public art or public amenities with varied and interesting materials can be used for their aesthetic value, as well as for their functional value.





### A.2 Initial Design Themes

After receiving input at Progress Meeting #1, the recommendations were refined, requested features added and various schematic alternatives developed to establish a street theme and identity.

The Chula Vista area provides a rich palette from which to select ideas and themes, as well as historical resources that speak to its origins and present-day appearance. In researching community and cultural connections, there were many to choose from for consideration. The history of the area, known today as Chula Vista, can be traced back millions of years through prehistoric fossils of both land and sea types. Around 3000 B.C., Yuman-speaking people began moving into the area. Many of the Native American Indians in San Diego today are descendants of the Kumeyaay tribe who made the region their home for hundreds of verse.

Other significant periods of the history of Chula Vista include the formation of Spanish Land Grants, known as Rancho del Rey or the 'Kings Ranch' in 1795, and the 'American Boom' period in 1889 when lands were developed for settlers, and the city took form through the creation of streets and avenues.

Combining research and interaction between the design team, community and City staff as part of the progress meeting process, a variety of design themes were discussed and presented in the next progress meeting. Themes were developed based on research that examined the early history of the area including historical notes identified by progress meeting participants. Physical site research was performed by the design team by driv-

ing, walking biking and exploring the area and its larger context, and understanding the physical opportunities and constraints of the site. The field work was informed by on earlier analysis of the roadway, its functions, ROW dimensions, and its ability to support multi-modal activities.

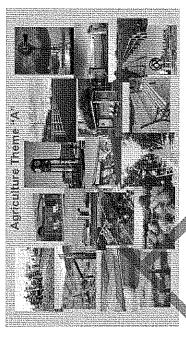
Based on group consensus, three themes emerged:

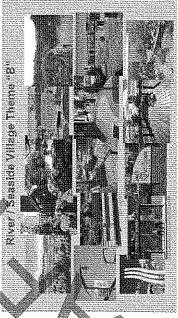
- Agriculture/Rancho
  - The River

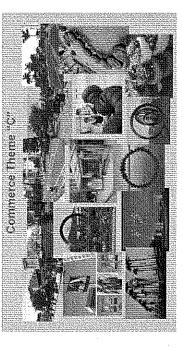
• The Sea Garden

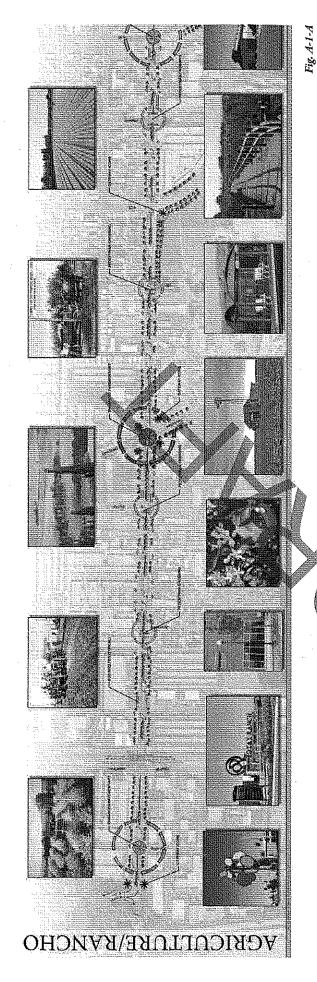
Although three separate themes could be applied to the entire corridor as uniquely different alternatives, it was also considered possible to use the themes in different areas of the same alternative. The themes were combined into one alternative with different applications of the themes in different locations of the corridor, separating them into different sections to give a more diverse and special sense of place along Main Street.

Each of the themes features were carefully comsidered using a design assibility standard. These standards were combined with sustainable practices that included stormwater run off, drought tolerant planting, are lilite controlled irrigation systems; and mulched planters orth structural soils. The three themes are wireft described on the pages that follow.



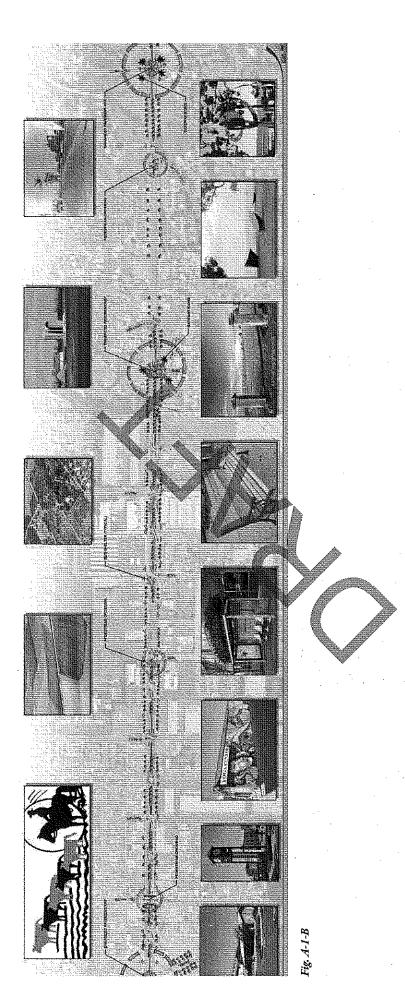






A.2.1 Initial Agriculture/Rancho Theme

The "Agricultural Theme" was inspired by the "Orchard Period" that occurred in Chula Visra in 1888. The significance of Chula Visra as a major lemon-growing center during that period became the basis for further conceptual development in the next phase of work. Community support for this concept was strong in Progress Meeting #2, including such comments as "This is nice, it reminds me of the history of farms in the area."



## A.2.2 Initial River/Seaside Village Theme

Fig. A-2-A

An additional theme of significance is the adjacent connection to the Otay Regional Park and the Otay River. The Otay Valley Regional Park represents one of the major open space areas within the southern area of San Diego County, linking south San Diego Bay with Otay, San Miguel, and the Jamul Mountains. The river portion of the theme was positively commented on during Progress Meeting #2 – "This is a good image, ties Otay Valley Regional Park to Main St, " and "Conceptually nice and thoughtful."

The notion of this rea acting as a "Village" was less well received.— Main St. is a place where people & trucks go ron a purpose People don't come to congregate & mullaround. However, the proximity of the project areato the Bayfront area, and surrounding natural resources suggested that a modified theme — which still incorporated the notions of River and Seaside — should be pursued.

Public Input & Alternative Development

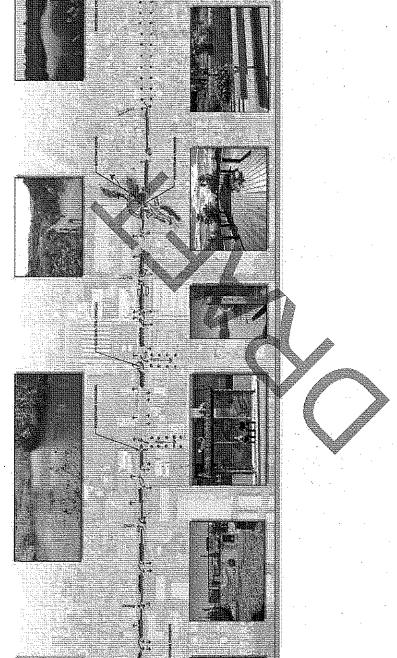
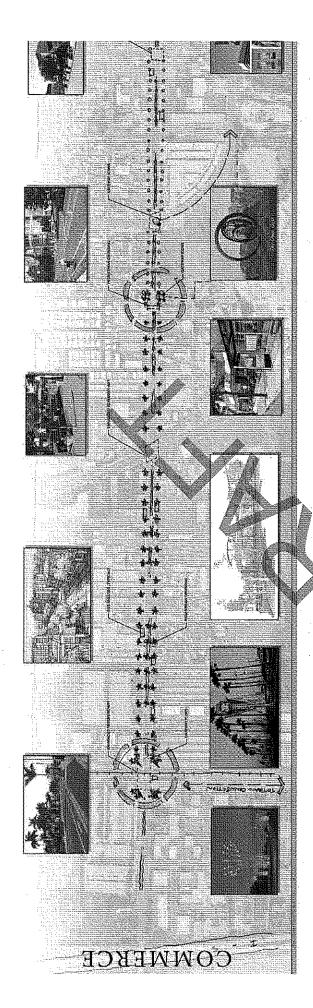


Fig. A-2-B



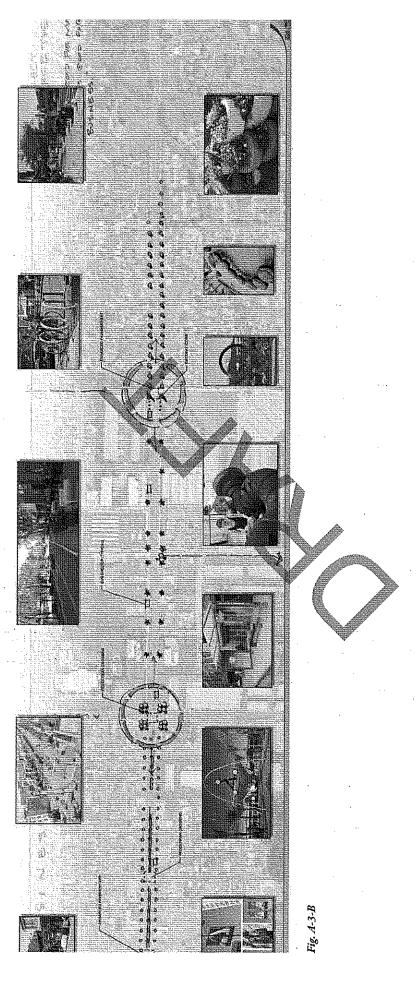
### A,2.3 Initial Commerce Theme

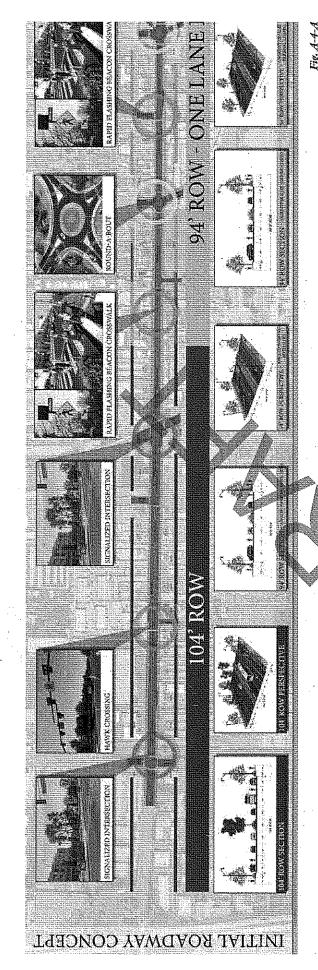
Fig. A-3-A

As has been identified, Main Street is a light industrial corridor with a mix of businesses, including many that focus on automotive repair, salvage, distribution and related services. Tractor-traffer traffic is a prominent aspect of Main Street. In this way, Main Street provides a level of economic opportunity and susrainability to the City. The "Commerce Theme" sought to capitalize on this idea and celebrate the fact that this area provides employment, economic opportunity, and revenue.

Although Main Street is characterized by vibrant economic activity from both large and small businesses, the design exploration of this theme yielded less interesting act here design results than those themes associated with the Bayfront, the Oray River, and the history of the area. The Commerce theme was appreciated in terms of the recognition of the economic vitality, but Progress Meeting participants expressed more enthusiasm for the other themes represented as optional choices.

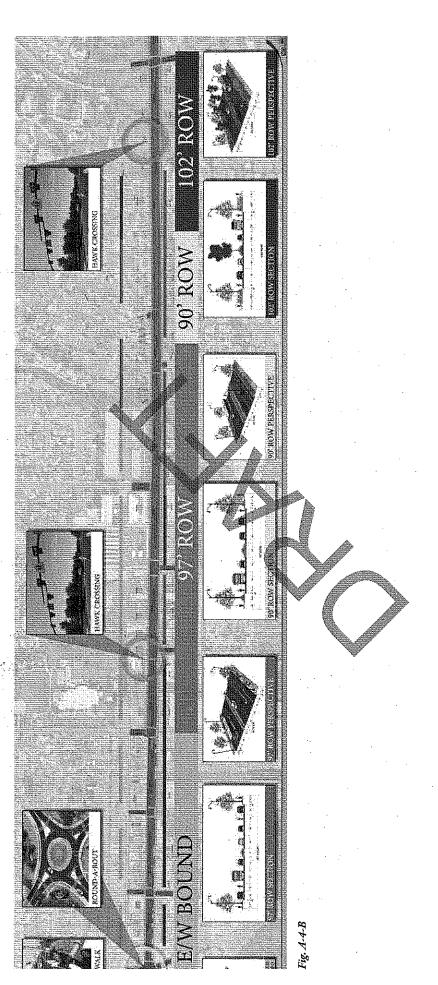
Public Input & Alternative Development





### A.3 Initial Roadway Concept

Figure A-4 shown above is the initial concept for the roadway geometry and functional changes proposed for Main Street. The figure shows a variety of potential cross sections that would be applied to the street in different areas. The tighter cross sections were applied to areas with limited existing right ofway or in areas where building demolition or functional impacts to the operations of businesses or residents would be negatively affected. Under this concept, no buildings would be required to be demolished and the impacts on properties would be kept to a minimum. Individual elements of the concepts are shown and described on the following pages.



## A.3.1 Right-of-Way Improvements

Each of the items below occurs throughout the entire roadway study area:

- wider sidewalks (6' minimum)
- paved driveways or reconnections to existing paved driveways
  - installation of a 6" high concrete curb and 18" wide concrete gutters
- · enhanced paving at intersections, especially at marked crosswalks
  - enhanced paving at parallel parking spaces, including the potential use of permeable concrete for parking ares

## A.3.2 Driving Focused Improvements

Each of the items below occurs at specific locations in the roadway study area (see Figure A-4):

- adjusted striping and regulatory signage
- improvements (note: 11' left turn lanes and 12' through lanes may be required based on narrowed lanes (10' left turn and 11' through lanes) for traffic calming and accommodations needed in the right of way to fit other truck traffic volumes)
  - consideration of "Round-a-bours" at Third and 4th Avenue, depending on ROW and volume constraints
- ing on further analysis of driveway requirements, U-turn capabilities and other-street proposed new mid-block crossings, dependplanted medians at intersections and at all geometry issues

## A.3.3 Walking and Streetscape Focused Im-

provements for the public within the public rightof-way areas. The design elements will need to comply with the City of Chula Vista's Street and Landscape Standards. A number of street design the community process. The top ten streetscape The north and south side streetscapes proposed improvements were discussed and vetted through on Main Street, will consist of street design imelements listed in order of priority were:

- 1) continuous sidewalks,
  - marked crosswalks,
    - 3) improved lighting,
- 4) designated bike lanes
- controlled or protected crosswalks,
  - 7) shade trees along walkways, bus shelters with benches,
    - 8) on-street parallel parking,
      - 9) directional signage, and
      - 10 planted parkways.

destrian walkway, parkway and median planting with palms, trees and thrub and grounderwer that vill allow stronger visual connections to the ad-Oray Regional Park, and the All streetscapes would include acent community, Bayfront area.

In addition, there were a number of other items discussed and utilized in the streetscape master plan including:

of a 3' striped door zone buffer along with

where the ROW allows, the introduction

- pedestrian level and vehicular lighting
- · interpretive signage for the Otay Valley Regional Park linkages
- introduction of a planted parkway, which ranges from 5' to 15' in width
  - introduction of street trees
- introduction of native / drought tolerant
- expressed as paving at Broadway and Del Monte Avenue district markers

MUTCD D11-İ, R81 (CA), R4-11. (refer

w midblock crossing proposed where a tre-siments across the roadway surface at a May River feeder tributary located at the enhanced paving and river based design east and in the River District

## A.3.4 Bicycle Focused Improvements

Each of the items below occurs throughout the entire roadway study area:

 introduction of a 2' striped door zone buffer that creates an overall 7' wide striped bike lane (Class 2 Bike lane) on WB Main St

### Fig. A-5: MUTCD Signage





I-IIC

R4-11

R81 (CA)

- a 4' striped bike lane (Class 2 Bike lane) on • inclusion of new bike related signage such as introduction of a 6' striped bike lane (Class 2 Bike lane) with no buffer on WB Main St. introduction of a 6' striped bike lane (Class introduction of Sharrows (Class 3 bike lane) • use of painted Stencils (Class 2 & Class 3 2 Bike lane) on EB Main St. EB Main St. sharrows)
- bus system is proposed through the area and as a minimum, include the improvements listed be-Although MTS is often reluctant to provide site amenities to their station stops, they do allow the local municipality to propose (and maintain) enhanced bus stops. A future BRT or rapid ow. Dependent upon future improvements recommended by MTS and SANDAG, transit bus stops should be considered for the following im-A.3.5 Transit Focused Improvements to Fig. A-5 this page)
  - shelters provements:
- signage
- trash receptacles
- wayfinding signage
  - enhanced paving
    - seating
- landscaping
- pedestrian scale lighting
  - information kiosks
- graffiti resistant paint finishes

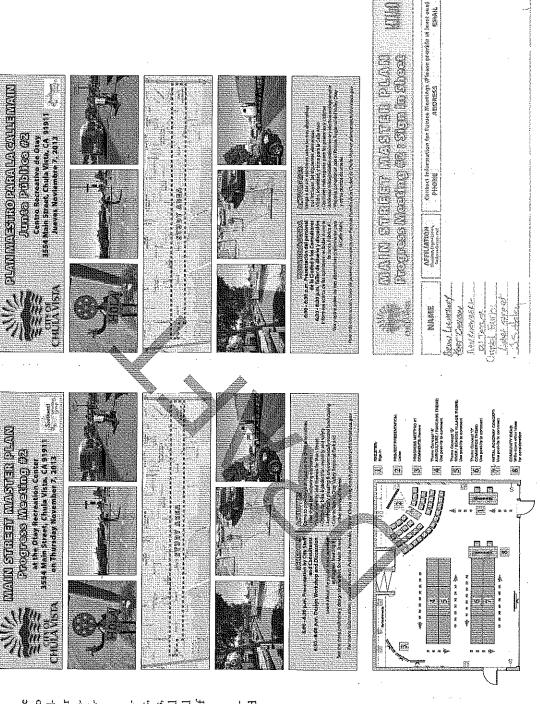
Public Input & Alternative Development

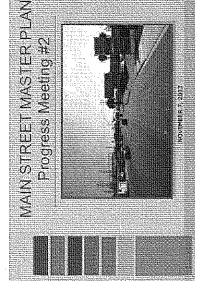
### A.4 Progress Meeting #2

After receiving input at Progress Meeting #1, the recommendations were refined and evolved into various schematic alternatives that were developed to establish a street theme and identity for the corridor. Some of the refinements were for design related issues while others were for the road-way geometry and circulation elements.

The intent of the alrematives was to give consideration to accentuating visual points of interest, preserving the historic character of certain areas, to linking multiple pedestrian areas to residential neighborhoods and businesses, to identify focal points, and to accommodate multiple modes of transportation.

The following pages show exhibits that were developed in plan and section and were illustrated to convey the intent of the design alternatives.





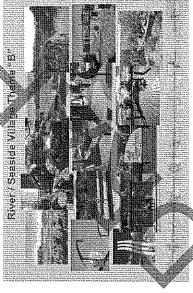
Agriculture Thems A

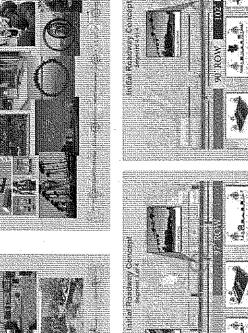




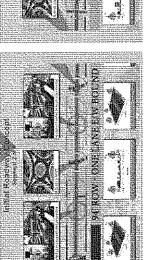


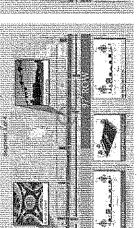
What we Hope to Accomplish in December





Initial Roadway Concept







Public Input & Alternative Development

Progress Meeting #2
Public Input Comments
Responses from attendees on
exhibits presented

# AGRICULTURE / RANCHOS THEME (Progress Mtg. #2 Comments)

Check if Main Street is Chula Vista's only truck route. Just asking.

Informational signage talk Chula Vistas agricultural

VERNEALTHEFTENACHO

A) I would encourage art

A) This is nice, reminds me of the history of farms in the area.

2) Should be some real fruit trees.

1) Something like this bot with Main St.

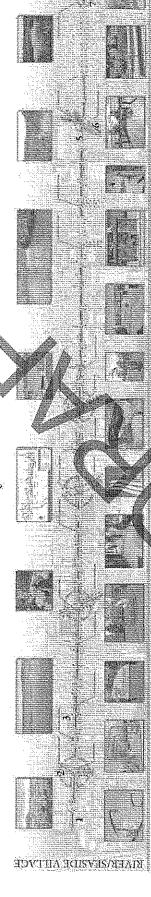
5) Bus shelters concern me as somewhere for graffit & unsafe activities

# RIVER / SEASIDE VILLAGE THEME (Progress Mtg. #2 Comments,

Like this concept best a change to River / Bayside

go for a purpose. So it seems to me this the use of street furniture & excessee art is a waste. People don't come, as songre-Main Sr. is a place where people & truck gare & mill around.

A demonstration garden would be need maybe Southwestern College would maintain it.



at this area. Understand must work with Calizars / City of SD. All concepts. Bikelane at 1-5 & Main St. 1) Work on traffic / bike lane transition

2) Coneptually nice, thoughtful.
Hopeful for a better, more productive neighborhood for families.

3) Keep bus step out of traffic lanes - all concepts

5) This is a good image, ties Otay Valley Regional Park to Main St.

et people know Otay Valley Region-Park is mearby, It's a 'best kept secret.'

7) Good place for a crossing.

6) Site for future 97 unit apartment project. Stone Greek Casins 2014-15

# COMMERCE THEME (Progress Mtg. #2 Comments)

This Commerce concept seems more practical.

Dis concept's great it would milethe existing husinesses look good!!

With any of the concepts -explore redaimed-water & native / drought tolerant plants / trees. Otty Municipal Water Dientic has a reclaimed system (\$2)

> COMMERCE

1) I forgot about this, but I really like it.

2) Really nice! Looks very good 8 green.

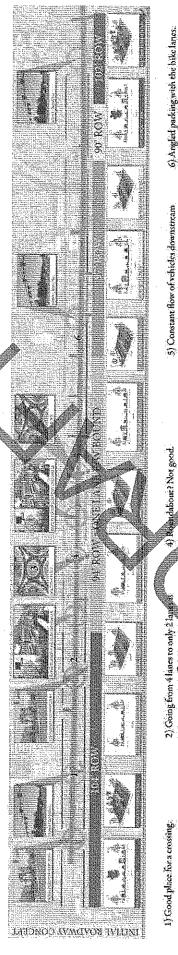
Not to be negative, but Those the art, but worry about vanidals.
 Maybe it will give a sense of pride.

3) Even something like this is nice.

5) Concern Hike the idea of using trees
& vegetation to enhance, but where is
funding coming from?

6) Using thes as decoration is a great idea. Like the red genanium.

# INITIAL ROADWAY CONCEPT (Progress Mtg. #2 Comments)



2). Going from 4 lines to only 2 lane is
going to cause traffic congestion
going to cause traffic congestion
3) it would be nice to have a roundaborue

5) Constant flow of vehicles downstream of roundabour makes it hard to reverse out. Maybe seare diagonal parking further east.

6) Angled packing with the bile lanes. What is/are safety factors for bicyclists with ears backing out?

After receiving input at the second Progress Meering, the Design Team worked closely with City staff to develop the Conceptual Street Design Plan, including colored plans, 3d roadway constructions of the design concepts, along with a narrative, and recommendations.

### A.5 Refined Design Concepts

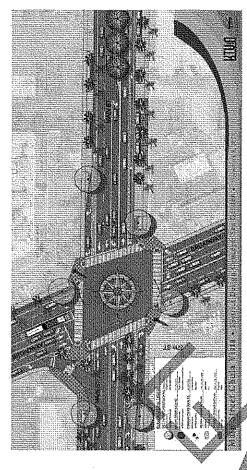
Progress Meeting #3 provided the setting for obtaining further inpur on the refined Design Concepts. Unlike the previous concepts that were treated as alternatives, this effort was based on refinements to the selected street geometry and selected design themes. This effort provided a single theme for the three mile length of Main Street, becoming more specific to different segments of the roadway and the proposed nature of the improvements.

## A.5.1 Proposed Conceptual Design Districts

The proposed design districts evolved throughout the duration of the study. Their final configuration and naming are shown on Figures A-6-A/C. These figures show the locations, character and elements proposed for district entry gateways, as well as other district design elements.

## A.5.2 Proposed Circulation Concepts

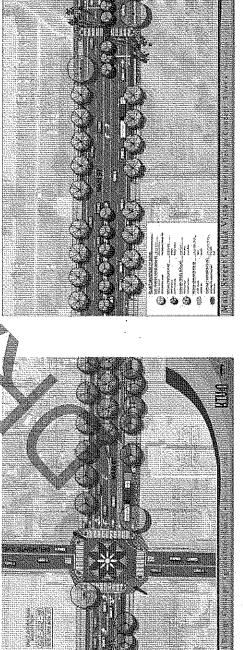
The proposed circulation improvements also evolved throughout the process of this planning effort. The refined conceptual layout of circulation elements can be seen on Figures A-7.



. A-6-A: Sea Garden District

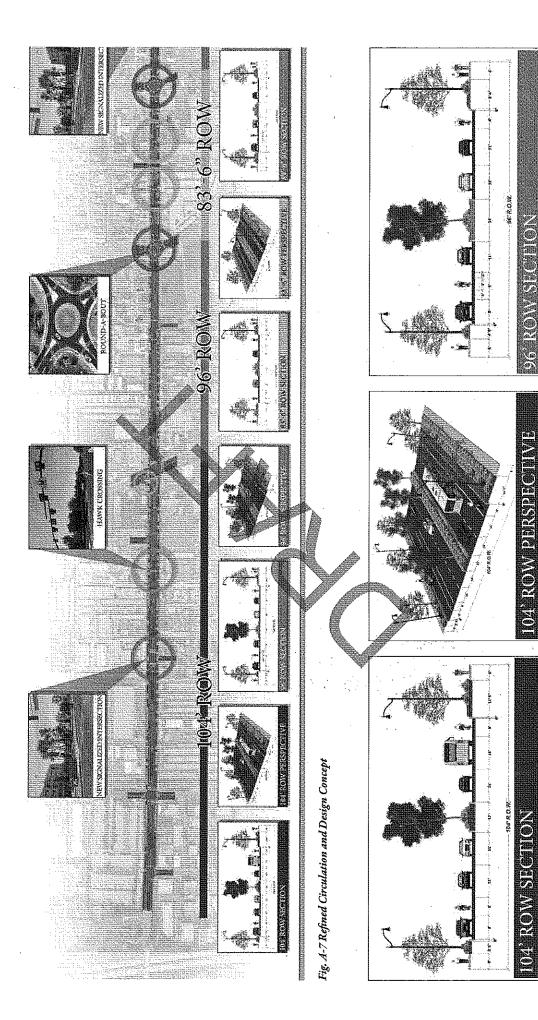
Fig. A-6-C: River District

ao mana

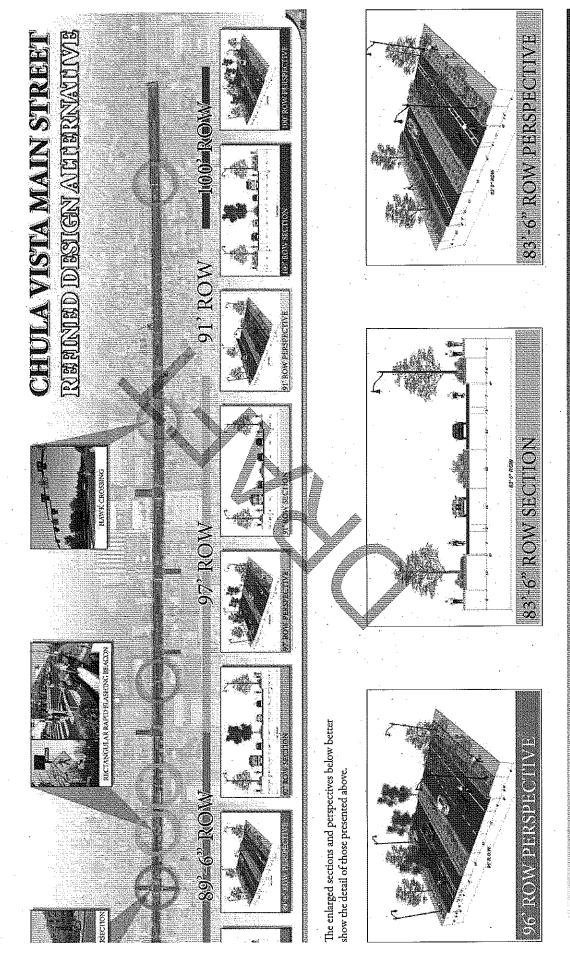


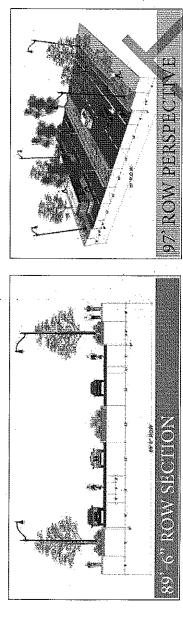


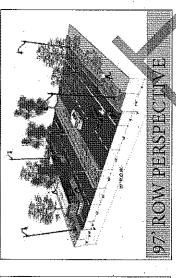
Control of the contro

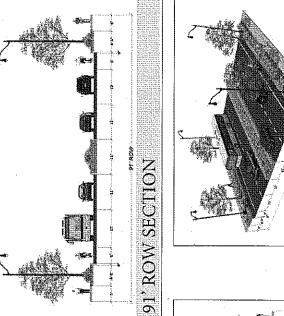


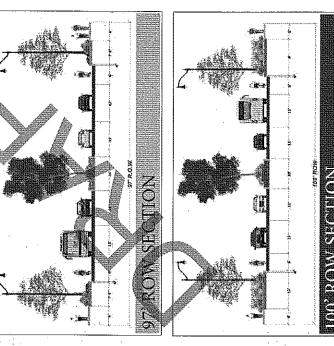
Public Input & Alternative Development









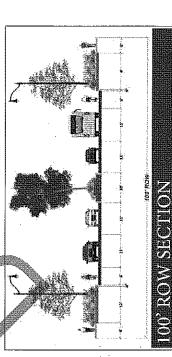


A-8 Cross Sections and Perspectives showing the Refined

Design Concept

89-6" ROW PERSPECTIVE

91' ROW PERSPECTIVE



100° ROW PERSPECIFIVE

Public Input & Alternative Development

The enlarged sections and perspectives (Figure A-8) on this page better show the detail of those presented on the Refined Design Concept Figure A-7.

### A.6 Progress Meeting #3

sented on the previous pages, the following refined concepts, themes and plans were presented in Progress Meeting #3. By presenting these more refined concepts, the design team was able to obtain final input before After gaining input from Progress Meeting #2 on the initial concepts prethe design vision was completed.



#### MAIN STREET MASTER PLAN Progress Meading 43 invittacion

### Dear Main Street Property Owner.

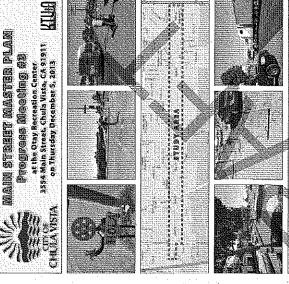
The City of Childwith Highs you be hardfashe in our upcoming afford to invepove the public (Aptro-Chou), along Mein Street and regulationing streets between 1-5 and 1-805 through the cheelignment of a Street-cape, Malar Toring area.

As the control of a property fronting on Nade Street, the COP weaks to require that your fedesi-and photories for the effects on blooded in this Streetcope from. Or through Occombies Sta, the CUp points to hold a progress providing to guither fraud for the master plan. The meet it get sequelated from Seg progress proceeding to guither from State State Man Toriet, Chuls Main, CA, the sequelated from Seg progress and dispersion and state of the State St

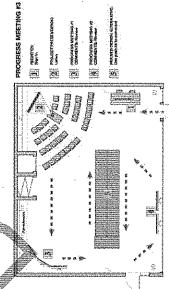


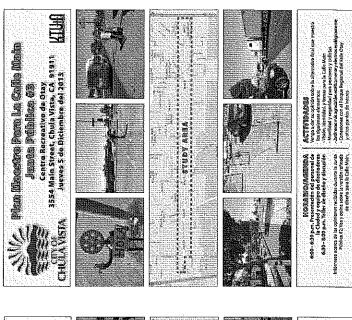
MAIN STRUKT MASTER PLAN Progress Residing 63 : 2150 In Sheet

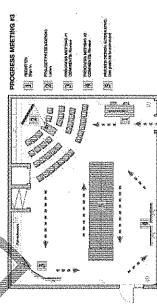


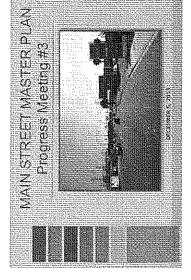


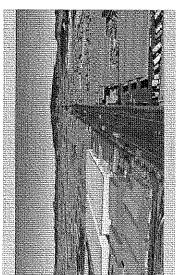


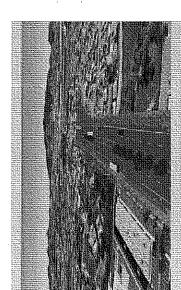


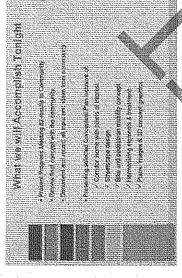


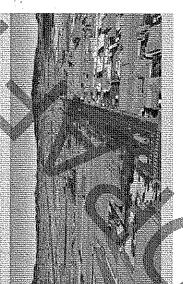


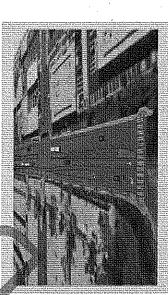


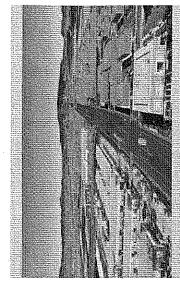


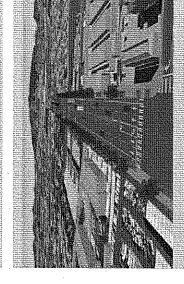












# REFINED DESIGN ALTERNATIVE - Part 1 (Progress Mtg. #3 Comments)

- 5) Ger rid of the yield on the right turn. Takes away R.O.W. from pedestrium, put 1) Very good, saler for pedestrians
- 6) Need 2 lanes going cast for eliminating traffic back-up. Area plan needs to consider trucks & teatlers. Why do pedestrians get walks? stop sign instead.

2) Island in front of Sama fe Mests will block cutrance (Eric Estrada)

13) Keep the roundabouts. Design them in a way that allow trucks to drive over

9) Roundabouts are not practical in this area.

10) I love the ? bike lane w/ 2' buffer.

14) 5' bike lane books good.

THE ROW SECTION

0.00

NATE SOM NICTION

STATEMENT STRENG TONE

89'=6

83'-6" ROW

--96'-ROW

C

15) Roundsbours nice for Bird Rock, but NOT for hore. Traffic will be an

- 1) Norshard in middle of Main Scin front of 2585 Main, Leaf Sales Inc. (David Leaf)

7) A good idea

AS ROW PLASTICITY

- 4) BJ Reynolds Trucks etc
- to bus stops, schools, businesses and the very Rec. Center that we're standing at now, 8) Why have pedestrian improvements in truck business areas? 100% of their business don't walk to their business! Untrue public comments people walk
- 12) Recognize the historic Strawberry Fields w/ art.

11) Oversized rigs

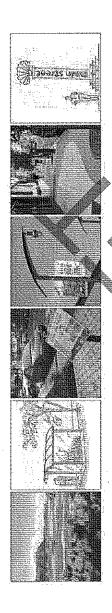
- Historic
- See Ken Kramer's About San Diego. rpisode about this field.

Progress Meeting #3
Public Input Comments
Responses from attendees on exhibits presented

INSPINATION DISTIGNATIONS AND STANDARY LIVERS CHULA VISTA MAIN STREET 20) 11 wide lanes are TOO narrow for 12 wide loads, Safety issues. REFINED DESIGN ALTERNATIVE - Part 2 (Progress Mtg. #3 Comments)  $91' ext{ROW}$ 18) Double trailer access required. (Kevin Marchall) 18 - 18892-6" ROM 17) Elke the painted huffers. The more buffers, the better, Consider pylon pasts. 16) Increase street parking.

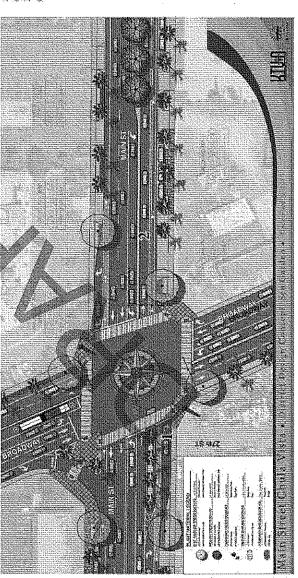
Public Input & Alternative Development

# SEA GARDEN District Design Concept (Progress Mtg. #3 Comments)



Accentuate greenery at freeways and main intersections (Broadway, etc.).
Do not use middle of road for landscape, medians,

1) This lane will back up traffic.
Eliminate landscape medians.
2) One directional lane going cast is dangerous, considering the zoning (IL/CT) and car trips (26,000 ADT).



# AGRICULTURE/RANCH District Design Concept (Progress Mtg. #3 Comments)

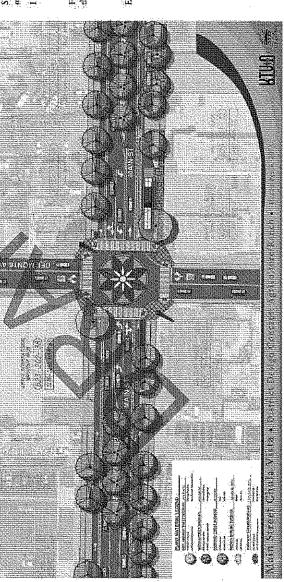


The cirrus history is too far in the past. Strawbertes are amore near and dear memory, Go with Strawberry therite.

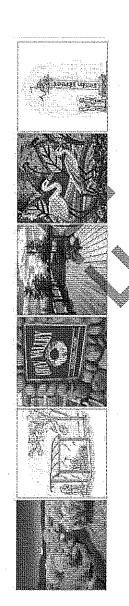
Agreet

Find one unified thence and use all along the street.

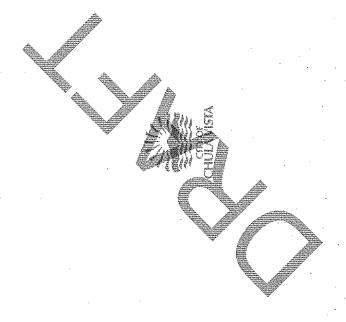
Eliminare Agriculture, Ranch theme.



# RIVER District Design Concept (Progress Mtg. #3 Comments)



1) Agreet iden!



MAIN STREET MASTER PLAN

Progress Meeting #4 At the South Chula Vista Library

389 Orange Avenue, Meeting Room B Chula Vista, CA 91911 Thursday, December 4, 2014

### A.7 Final Progress Meeting (#4)

themes, and plans for public review and comment. Based on input received from Progress Meeting #3 the design team then moved At Progress Meeting #2 the design team presented refined concepts, forward incorporating those comments to achieve a final design vi-

neers (LLG) were brought into the process to meet with the City sign plans for the purpose of preparing a Transportation Engineering Study of the various intersections/segments of the Main Street and review the Conceptual plans. LLG made a review of the de-With the design vision in place, Linscott, Law, & Greenspan Engi-Corridor. In Progress Meeting #4, a public workshop was held to present the Transportation Engineering Study findings and recommendations munity included the Conceptual Plan Layout for all recommended ment evaluations. The purpose of the meeting was to ensure that the ideas and priorities of the community for the district would be improvements, and the tabulated results of intersections and segto the Community. Exhibits prepared and presented to the comincluded in the Streetscape Plan.

Sign in Sheet December 4, 2014 Main Street Streetscape Master Plan Community Meeting



Arthreton

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	Add Danie San Linear Dan Linear	Actif Janes	Lay Last	5	~~		Specif Banki





CHECK VISTA

STUDY AREA

SCHEDULE 6000 p.m. Presentation by City Staff and Consultants and Consultants 620.-8200 p.m. Transportation Eighteening Food and Eighteening Staff and Eig Leate about the Conceptual Design based on prior public input Leater about the results of the Transportation Engineering Burly, of vertous intersections/segments of the Main Street Courtion For more information

6:00 – 6:30 p.m. Presentación del persentación de la Ciudad y equipo de anta 6:30 e.m. Presentación y discididad el Estudio de Ingenieria del Trans.

Para man

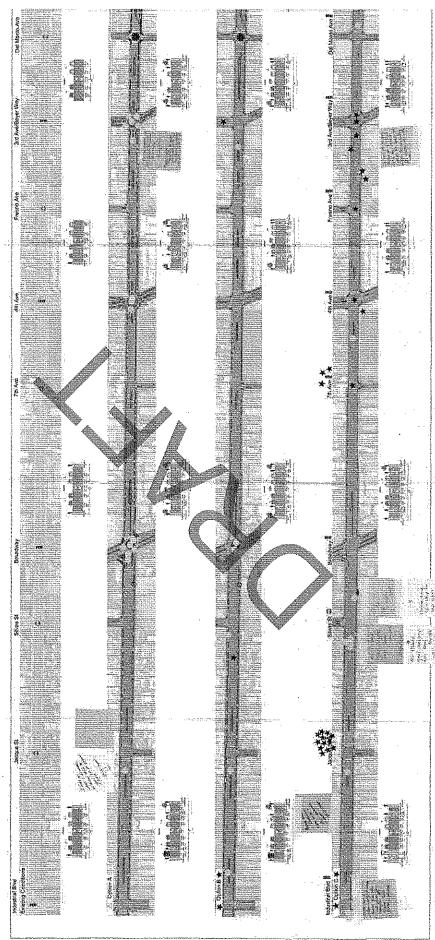


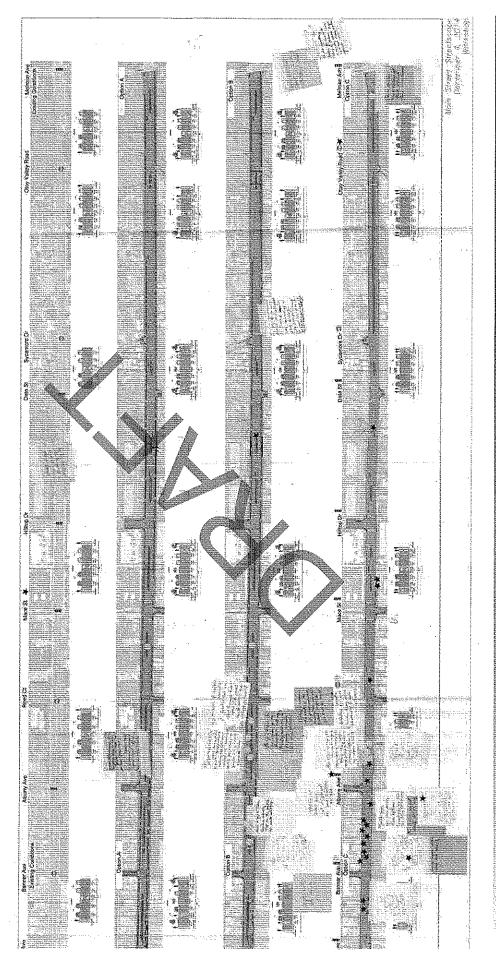
Come to provide your input on the results of the Transportation Engineering Study, which includes the following: 6:00 - 6:00 p.m. Presentation by City State Come to provide the Constitution of Constitution Transportation Editor - 8:00 p.m. Transportation Engineering (citowing)

For more information, please contacts Patricia Formán. City of Chula Visto, em elis pfermantichulavistaca. por

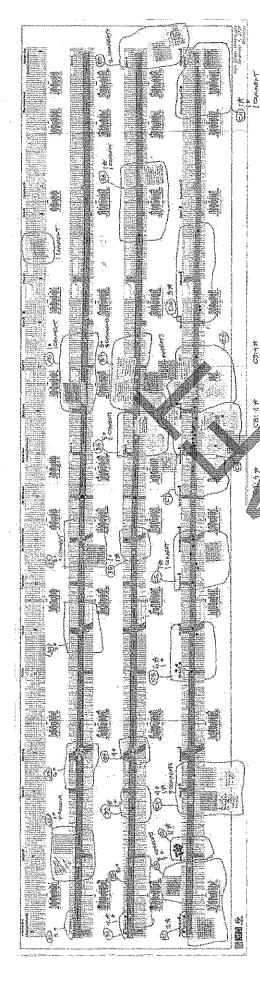


\*\* Erica Ten Erica Cara





Public Input & Alternative Development



The following is a transcription of the comments from post-its placed on the plan above at Progress Meeting #4 by the attendees. The red dots indicated a negative response, blue stars a positive. The use of A2 etc., indicates the area on the plan where the comments refer to.

## Existing Condition Comments $(Row\ I)$

• Fix this first (now), when the Apartments go in it will be a serious pedestrian/bicycle danger.

### Option/Concept 'A' Comments (Row 2)Votes: 21 dots (negative) / 0 stars (positive)

leave from the east driveway because the single

lane with median reduces the turning radius.

Option/Concept 'B' Comments (Row 3) Votes: 19 dots (negative) / 5 stars (positive)

Large trucks may not be able to safety enter or

 Reducing lanes will transase traffic problems causing potential custometistic use side sucets.

#### A2

- I need at least 1 entrance to 2400 Main St, east end of property is best. Bill Logan
- Office Building at 2471 Main St. Not industrial park.

**B6** 

Impossible for rear access for large trucks.

Trucks large part of business.

A5

• Not a good idea trucks normally stop in the middle to make delivery.

neopie enter

Station,

for Fuel Trucks & Delivery Trucks

• Please Consider: The amount of peoing and exiting my Argar NYVPM Gas

it would ruin traffic

- Not workable/ No truck Access.
- Putting median in the center to the street will make entry, traveling west, into the property impossible, 3513 Main St. #102-103.
  - Remove median because it will be hard for customers/cars to enter business. Also hard for customers/trucks to enter business, & traffic will back up in business location.

    3513 Main St. #104-105.

#### B8

• I like the landscape for Plan B. It will make Main St. enjoyable to travel by car, walking or bike riding. Life is too short to continue living on a dangerous and ugly St. But if nothing else.

#### BO

- Make sure Caltrans doesn't turn I-805 & I-5 into Telegraph Canyon.
- Caltrans has to do something better for residents living on Melrose Ave & nearby streets to get in & out during all the concerts. It is dangerous & unacceptable.

Option/Concept 'C' Comments (Row 4) Votes: 20 dots (negative) / 50 stars (positive)

#### ξ

- Velease give me 1 entrance to 2400 Main St.,
   cast entrance is best. Bill Logan.
- Esta area esta caugestioneda desde que esta realizado los arregios. no a una sola linea! Please.
   (This is an area that will be congested when the changes are made. Not just one travel lane please.)

#### 2

- No Island need Access for semi-trucks.
   Thanks, 2585 Main.
- Driveway for Semis to Rental Yard.

## Please move Bus Stop to the East.

• I don't think trees should be placed next to street lights, As trees get bigger the visibility goes away thru the trees.

#### \_

- Bike Lane will allow visibility instead of being blind from trucks parking on road.
- Need both driveways, please do not block.

and out daily.

• Need both driveways open, 100's of trucks in

- Thank you for considering this option. Thank
  - you for not blocking driveway.

     Option "C" is best of 3 plans. All business
- with trucks need both driveways.

   Option "C" seems best, is it all possible? Bus bench & shelters very good.

#### 8

- Blocks trucks access, hundreds of trucks daily.
  - Putting median in the center of the street, will make entry traveling west, into the properry impossible. Remove median due to traffic, "Customers" entering to & about business location. This is hard for trucks to enter & leaving business. 3513 Main St. #104-105

#### CII

Please consider trucks always get stuck around this area turning.

## Additional comments received via email:

#### Mr Craig Ruiz,

Plain "C" was the best I saw at this meeting and nouse at this meeting I was and to find out that the plains of having Main Street turn from two what concerned that Main Street will lose some on main street at Broadway and Main St. or 4th would think the City was happy to have a full notes so the people who are working this project I saw happy with this plain "C" I am some and Main St. and 3rd and Main St. or even on ON THE PLAINS AT THIS TIME was the on street parking? and at this time the City is not doing much in maintaining the crosswalks three more stop lights and crosswalls at these lights would leave more for the Oity to NOT think it works for ALL the land owners and Hilltop and Main St. at this time and adding lanes each way to one lane each way IS NOT residents and EVEN the City I did leave my sest news I think I could have heard. MAINTAIN!

At this time the City has center dividers that are stamped cement and die City, and stopic even pull the weeds our of these at Main and Industrial at Main and Bondway is this what we will have to look foreword as soon affer this project is completed? sorry fewer may but I have been here for 36 years long before it was City of Chula Vista and the only time Main Street has got any of the City's attention is on TAX day or when the City and or Fire department dose there are also on the city and or fire department dose there are also on the contract of the city and or fire department dose

emulate.

Lhave other feelings about this City but that has nothing about this project and yes I do live in the City 700 block of Dennis Ave so I do care and will forever... (sic)

### David Street West Auto Wreckers, Ltd 2365 Main Street Cel# 619.881.7703

• Tom Adler,

First, I apologize gain for being snappy about people not listening to us" to the one person who was. Jidan you for that.

MarWestrepresern? Large relatively new com-

plexes on Main Street, The 9 stand alone build-

ings are 3441, 3451, 3461, 3513, 3515, 3517, 3519, 3521, and 3523 Main Street. Between all officient there is over 350,000 Square Feet of business floor space. These are all condominium pownership. Thus, the business in each storefront

owner pays their own property tax and has a vested interest in the future value of their location. To the best of my knowledge, our properties are the nicest most valuable in the area and an example of highest and best use which other land owners in Chula Vista should strive to

A refurbishing of Main Street in theory will increase property value and we are in favor of it. However, the consensus is that the designers are not raking into consideration maintaining a business environment and will cause businesses harm and will reduce the value of land to prospective business owners who would want to buy in the location.

The main concerns are:

1) In plan "A", reducing to one lane will cause such a traffic jam that potential customers will use alternate routes.

2) Any plan with "roundabouts" could not have possibly been correctly studied because bortlenecking into one lane the quantity of large trucks and cars would slow down traffic and inconvenience commerce. Per the speakers, they counted on one day for unknown number of hours at only one location to arrive at a car/ truck count which they feel will not inhibit their own plans. Growth factors of the community were apparently not considered.

3) In all the plans, they still block driveways!

Both the complexes must use the east driveways for large trucks. Even in the most recent plan one drive and driver ways for large trucks. Even in the most recent plan one driver ways for large trucks.

turns can be made into the property and exiting complexes. Meanwhile there is literally raw land currently used for junk yards between the build-Please feel free to visit our properties and let me This will cause a reduction in value for the store For example, they are reducing the lanes to only trucks can only head east, thus must U-turn to front businesses which face Main because their For a more attractive and inviting environment, 4) The bus stop has apparently randomly been 11 feet and could remove the center turn lane. ing a safety hazard for school children taking plan, one driveway is still blocked so no wide signage will be behind a structure. Also makbusses because of the large trucks leaving the do understand there is some gave and take. placed in front of one of the new buildings. such loses may be acceptable to the owners. hope you will review this with your staff, ings which was overlooked for a bus stop. snow if you would like to meet. get back to the 5.

Paul E. Hunt MarWest Commercial

